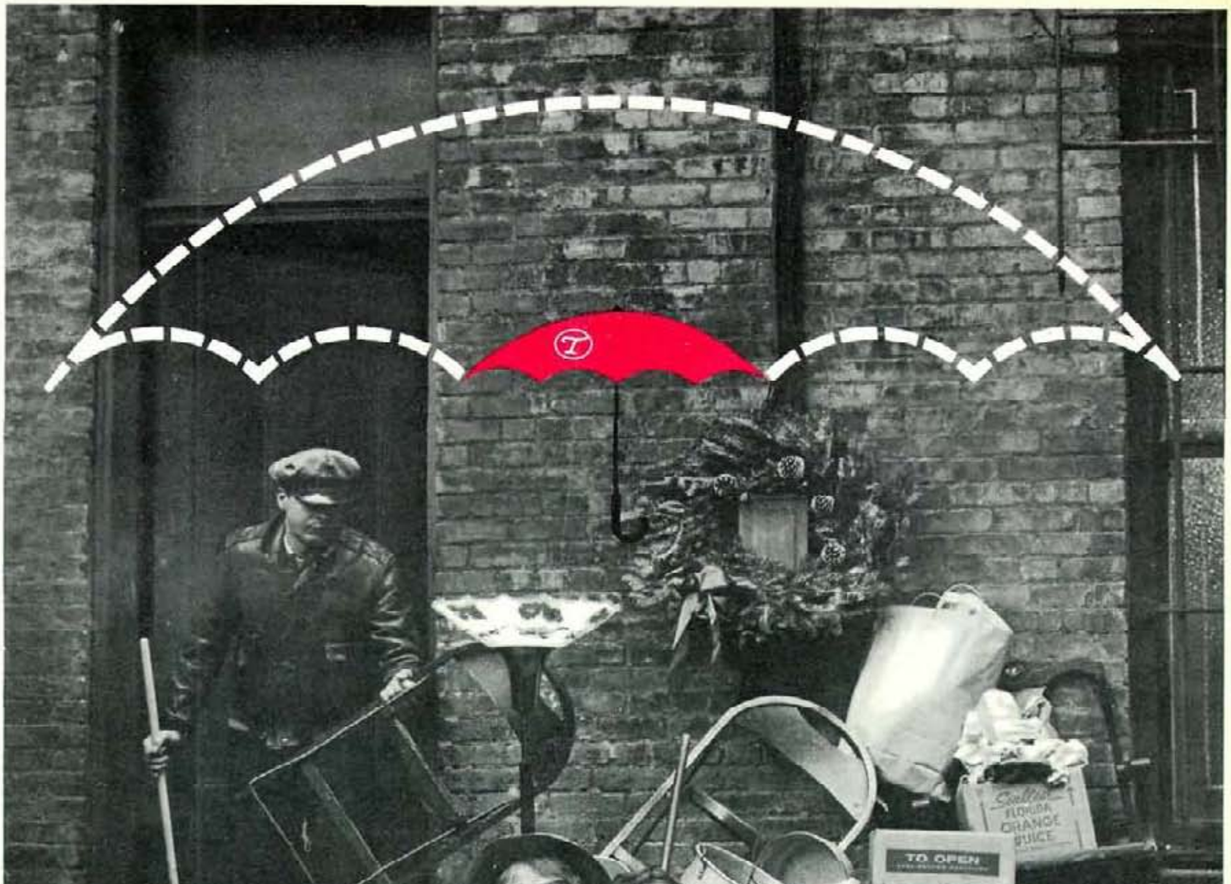
BUILD UP YOUR EGO WITH MAD

No. 71 June, '62

IND

OUR PRICE 25c CHEAP





What happened to the coverage? . . . that big umbrella which The Travailers Insurance Company uses as a symbol of adequate insurance protection? In the picture above, we see a couple that had the foresight to buy adequate insurance protection many years ago. They felt secure under that big umbrella (the dotted lines). But when they retired, were they surprised! The big umbrella turned out to be very small. *That's because no one has yet figured out how to* ***SANFORIZE*** *insurance umbrellas against the ravages of inflation.*

THE TRAVAILERS Insurance Companies HEARTACHE 1 CONNECTICUT

NUMBER 71 JUNE 1962

MAD

"You'll never get rid of a bad temper by losing it!" —Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner
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The Usual Gang of Idiots

DEPARTMENTS

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VITAL FEATURES

WANNA NECK?

You get that . . . and two big ears, and a missing tooth, and lots of other funny features when you order

A BISQUE-CHINA BUST OF ALFRED E. NEUMAN



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MAD BUST
850 Third Avenue, New York 22, N. Y.

Please rush my bust of Alfred E. Neuman. Not that I wanna neck. I'd just like to see you guys "make out"—for a change!

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LETTERS DEPT.



MAD WRITER MAKES GOOD

Astute MAD readers may note the absence of Larry Siegel's bi-line in this issue. We are proud (and sad) to announce that, as a result of his hilarious work for us, Larry was recently summoned to the West Coast to write "The Bob Newhart Show". But, so you won't feel cheated, here's a card we received from him the other day:

HOLLYWOOD PLAZA HOTEL
Hollywood, Calif.

Al baby,

Don't believe what they tell you about this town changing a guy. It's not true, sweetheart. I'm the same as always, baby. Caught your latest issue. Loved it! LOVED it! It's YOU, sweetie! Regards to the gang. And Al baby, I mean this with all sincerity: No matter what happens, nothing will change our relationship.

Sincerely,
Mr. Siegel

STATE AIDE

When the delegates to the Citizenship Institute for Girls at Douglass College toured the State House at Trenton one afternoon, what do you think we found in the Governor's office? An issue of MAD!

Elizabeth Leppman
Moorestown, N. J.

HIGHER EDUCATION

MAD is required reading for my children. I've taught them what I know about sticking pins in over-inflated balloons, but MAD is "Post-Grad."

G. W. Wilson
Vancouver, Canada

MAD REACTION

My mother thinks MAD is a scream. Every time I buy it, she screams at me for wasting a quarter.

Ed Costello
Lexington, Mass.

MAD BABIES

For some strange reason, this department has been receiving a flood of snapshots of babies reading MAD, probably a snide comment on the intellect of our material. Anyway, we hope this random sampling will bring a welcome end to such "kid stuff"!



Baby Leonard, Commerce, Tex.

Baby Pitluk, San Antonio, Tex.

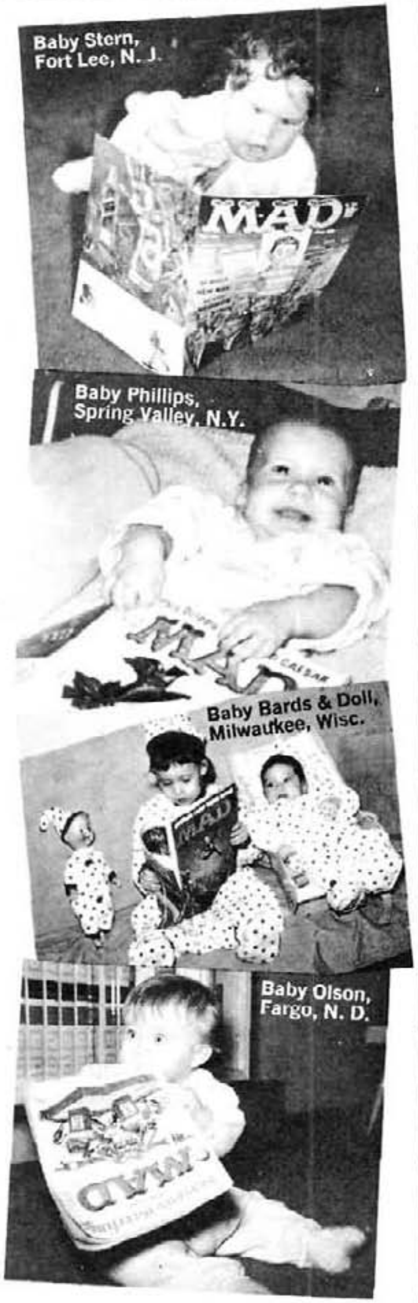
Baby Campbell, Newport News, Va.

Baby MacDougall, Grosse Pointe Park, Mich.



OVER 30 MILLION SOLD!

Yep, over thirty million people are sold on the idea that this item isn't worth half the two bits we're charging for it. Which still leaves about 150 million who might be conned into buying one. So, if you'd like a full-color picture of Alfred E. Neuman, MAD's "What—Me Worry?" kid, mail 25c to: MAD, Dept. "What—Color?" 850 Third Avenue, New York 22, New York.



MAD D.J.

Here I am spinning good music like jazz and show tunes at WBWC. Naturally, Alfred E. Neuman was my Program Director at this session. Success to MAD, the D.J.'s eternal companion!

Candy Lee
WBWC
Berea, Ohio



Now, pictures of "babes" like this are okay! —Ed.

HE DOESN'T GET IT

Everyone around my house likes MAD except my uncle. He just reads what I ask him to in MAD, and says "I don't get it!" How can I get him to get it?

Niles Norling
Alemeda, Calif.

Get him a subscription. Then he's sure to get it!—Ed.

A BIG DELE

While browsing through your latest issue, I found a slight typographical error —mainly the whole darn magazine!

John Dollriehs
Cincinnati, Ohio

DON MARTIN BOOK

While reading the latest Don Martin cartoons, the thought occurred to me that a collection of the best from Don Martin in magazine or pocket book form would be a wonderful idea.

Tom Rapp
Union City, N. J.

It occurred to us, too! See the inside-back cover of this issue!—Ed.

Please address all correspondence to:
MAD, Dept. 71, 850 Third Avenue
New York City 22, N. Y.

IT WAS A CASE OF MIND OVER READING-MATTER!



Yes, the patient had a history of sleepless nights and undue mental anguish; wondering when the next issue was due to hit the stands!

MY PRESCRIPTION... SUBSCRIBE TO MAD

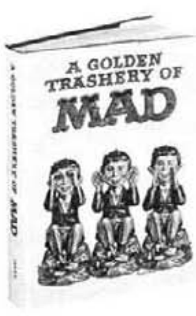
(use coupon or duplicate)

MAD SUBSCRIPTIONS
850 Third Avenue, New York 22, N. Y.

Okay! I'm coughing up my **$2.00.** Please enter my name on your subscription list, and send me the next nine issues of **MAD.** I know this isn't exactly what the doctor ordered, but I'd rather trade a headache for an upset stomach. Gee! I'm suffering from a sudden loss of appetite already!

NAME__________
ADDRESS__________
CITY__________ ZONE____
STATE__________ *Outside U. S. A.: $2.50*

NOTE: Allow 8 weeks for subscription to be processed.



DON'T SAY WE DIDN'T WARN YOU!
THE GOLDEN TRASHERY OF MAD

WAS BOUND TO SELL OUT!
Unfortunately, it didn't!

But they *still* did a nice binding job on this de luxe, hard-cover anthology of the best from MAD. You get 136 pages of humor, satire, and garbage (many in vivid color) in this permanent collection of past articles . . . "permanent," in that we have a whole "collection" of these books we're trying to get *rid of. Please help us, hah?*

MAD ANTHOLOGY
850 Third Avenue, New York 22, N. Y.

I enclose **$2.95.** Please rush
THE GOLDEN TRASHERY OF MAD

NAME__________
ADDRESS__________
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STATE__________

Alfred's Poor ALMANAC

TUES 27	MAD goes on sale. UN Security Council in special emergency session.	WED 28	Samson gives his final performance for Philistines, brings down house, 1025 B.C.
THURS 29	If the moon turns a dark green tonight, it means you forgot to take off your sunglasses.	FRI 30	Pancho Diaz's rooster wins Mexican Cock-Fighting title, 1943. Loser screams "Fowl play!"
SAT 31	Howard Johnson waitress, Lila Dutz, falls into ice-cream freezer, creates new 29th flavor, 1959.		

WRITER: FRANK JACOBS

APRIL

SUN 1	April Fool's Day. Also Alfred E. Neuman's Birthday.	MON 2	Two cows placed in Atlas Missile become the first herd shot 'round the world, 1961.
TUES 3	Court Jester to Richard III contracts Bubonic Plague, becomes first "Sick Comedian," 1484.	WED 4	American Elms attacked by White Birch Society, 1933.
THURS 5	Warsaw athlete Felix Vlyx enters Pole vault, steals 150,000 zlotys, 1955.	FRI 6	Judge Ferris Hamb pronounces longest sentence in history of U.S. law—1,322 words in length, 1928.
SAT 7	"Man who sits on eyeglasses makes spectacle of himself."	SUN 8	Kermit Feeney picks up 13 diamonds during bridge game, then makes clean getaway, 1952.
MON 9	Dealer sells Hannibal 24 elephants that are afraid of heights, originates Planned Obsolescence, 217 B.C.	TUES 10	"The more you cultivate people, the more you turn up clods!"
WED 11	Scientist Thurston Yancy invents 37 new uses for broccoli—all of them immoral, 1926.	THURS 12	Missing Link discovered when flooded river recedes from Greenbriar Golf Club, 1936.
FRI 13	Good day to play stock market, make parachute jump, get married.	SAT 14	Sven Johanssen slaloms down wrong slope at Lake Placid and invents Water Skiing, 1908.
SUN 15	Panama Canal discovered, 1867.	MON 16	"Wife who feeds husband bad breakfast coffee supplies him with grounds for divorce!"
TUES 17	That's ridiculous! The Panama Canal wasn't discovered! It was built!!	WED 18	Sam Balboa discovers the Gulf Stream after leaving his service station gas pump running all night, 1951.
THURS 19	Chinese Emperor bestows special favor on Number 1 Concubine, introduces the first Ming Coat, 457 B.C.	FRI 20	Inventor of "Roto-Rooter" drowns during test run in Paris Sewer, 1937.
SAT 21	Amalgamated Window Washers Union pickets glass-bottom boats at Cypress Gardens, Florida, 1948.	SUN 22	Easter Sunday. Dr. P. Wogg starts work on dyed corn feed so chickens can lay pre-colored eggs, 1949.
MON 23	Otis Smerd first man to fight his way into "Women and Children Only" lifeboat on S.S. Titanic, 1913.	TUES 24	"Miss America" Winner is disqualified when it's discovered she is a Siamese Twin, 1929.
WED 25	Dual Anniversary: Discovery of Hudson Bay by Henry Hudson, and Turhan Bey by Idiot Producer.	THURS 26	Sir Arthur Sullivan discovers lost cord, is finally able to tie up bundle, 1900.
FRI 27	"A man who marries a fashion expert will end up with a designing woman!"	SAT 28	Mozart's Minuet in "D" places 4th in Vienna Disc-Jockey's Top-Ten Poll, 1788.
SUN 29	News of crack in Boulder Dam leaks to Press, 1946.	MON 30	Archimedes tells his Greek students that Geometry is as easy as "pi," 251, B.C.

MAY

		TUES 1	Ellsworth Vibbley successfully invents "Instant Belly-Button Lint," 1955.
WED 2	"A man who smokes in bed will surely make an ash of himself!"	THURS 3	India purchases rights to "My Fair Lady" which includes Original Caste Album, 1958.
FRI 4	Time Magazine editorial assistant, Mildred Waxwell, fired for her Luce talk, 1948.	SAT 5	Chinese Boy Scout rubs two pieces of wood together—doesn't start fire, but invents chopsticks, 679 B.C.
SUN 6	Louis Pasteur fires assistant after asking for test tube and getting funny retort instead, 1897.	MON 7	"A Pretty 'Gold-Digger' who lives near an Air Force Base will often take a flier!"
TUES 8	Mickey Bitsko invents "The Coffee Break," and is immediately fired, 1891.	WED 9	MAD goes off sale. Tension eases in major capitals of world.

THE WAGERS OF SIN DEPT.

MAD INVESTIGATES THE SORDID BUSINESS OF GAMBLING

ARTIST: WALLACE WOOD

WRITER: AL JAFFEE

THE GAMBLER TYPE

The characterization by movies and television have made it easy for an ordinary person to spot a typical gambler. Using this knowledge, try to pick out the rotten no-good gambler among those below. Turn page over to check answer:

GAMBLER

Yes No



Dr. Sidney A. Kindlyfellow has been conducting a one-man anti-gambling crusade for most of his life. Even with his wife and children working, Dr. Kindlyfellow is thousands of dollars in debt as a result of all the expenses that have piled up over the years while he was fighting gambling. So don't let looks deceive you! This nut is the only non-gambler!

GAMBLER

Yes No



Sam (The Dip) Grafter is a top-notch promoter of those gambling bazaar nights run by charitable organizations. Although, technically, this is still gambling, which is illegal in most States, Sam gets away with it — because when it's for charity, the police sorta close one eye and look the other way. Of course, the main charity usually turns out to be Sam.

GAMBLER

Yes No



Nurse Lotta Rees is one of the most successful sellers of Irish Sweepstake tickets in the U. S. A. Most people are reluctant to consider this gambling, because all the proceeds go to Irish Hospitals. But we consider it gambling, mainly because you can never be sure that your money is sent back to Ireland, or the ticket you bought isn't counterfeit.

GAMBLER

Yes No

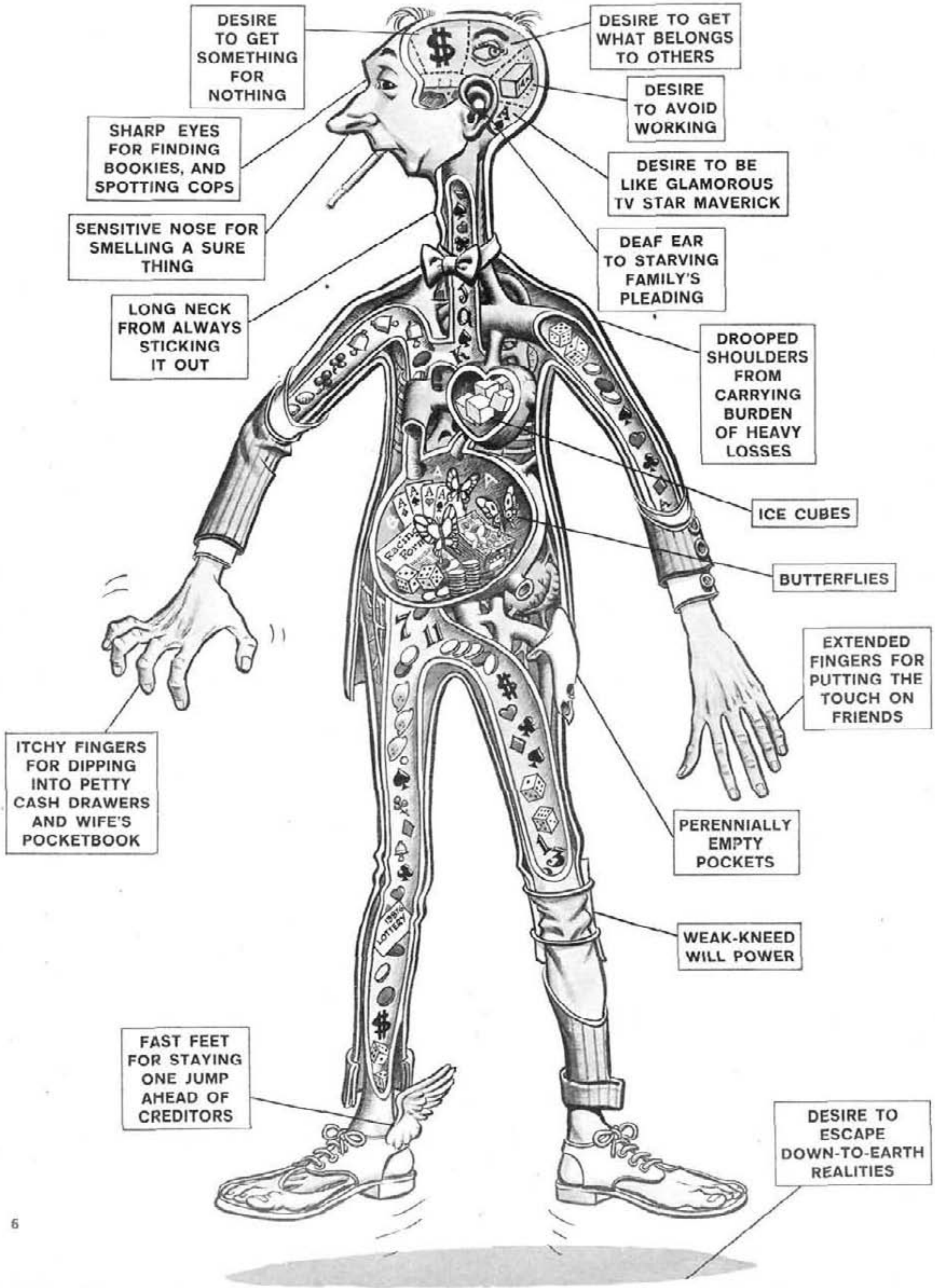


G. C. Clavendish III raises thoroughbred horses for the "Sport of Kings" — Racing. He is a highly-respected member of America's upper-crust society. No one would dare call Mr. Clavendish a "Gambler"! Of course . . . if his horses win, he makes a bundle — and if his horses lose, he drops a bundle — and if that's not gambling, this ain't MAD Magazine!!

**We knew RIP TORN before he Went To Pieces

THE ANATOMY OF A GAMBLER

Recent exhaustive tests by 5 leading N. Y. doctors reveal that the expression "Gambling is in his blood" is really a medical fact. Gambling actually beats such good things as "A's", "B's", and even "Fast-Acting Alka Seltzer" into the bloodstream. Then it goes on to make violent emotional and physiological changes in the gambler's mind and body.



**We knew MARJORIE MAIN before she was Sunk.

THE DEVELOPMENT OF A GAMBLER

The road to gambling may start out innocent enough. There are many situations in everyday life where people "take a chance". These are in activities that we don't ordinarily consider gambling. In fact, they are generally in highly-regarded enterprises. But the gambling bug is insidious, and once a person takes a chance in "good-type" gambling – like f'rinstance the following – he may not be able to see any difference between them and "bad-type" gambling.

BINGO



This plain, out-and-out gambling game is usually run by a non-profit organization—in hopes of making a profit. And these organizations are usually dead set against gambling. We can't figure it out either, but it's for a good cause!

LIFE INSURANCE



When a person buys life insurance, he is really "betting" that he is going to die. The insurance company is really giving him odds that he won't. It is interesting to note that policyholder wins if he loses, and loses if he wins.

THE STOCK MARKET



Stock buyers hope stocks will go up, so they'll win. If stocks go down, they lose. Biggest gamble is in knowing nothing about guys who run companies they buy stock in, and even less about guys who talked them into buying it.

PARI-MUTUEL RACING



Roughly translated, "Pari-Mutuel" means that betting the family savings with a "Bookie" is very bad, but betting it at a race track is very good . . . mainly because the State takes a cut, and so do many other noble Public Servants.

THE EVILS OF GAMBLING

Government officials consider gambling evil because it is immoral, degrading, depressing, destructive, and repugnant. But worst evil of all in the eyes of government officials is: it's impossible to collect Income Taxes from gamblers!

GAMBLING DESTROYS FAMILY TOGETHERNESS



Here is a typical American Mother—gambling at Canasta when she should be home with her husband and kiddies.



Here are some typical American kids—gambling at Baseball Cards when they should be home with mother and father.

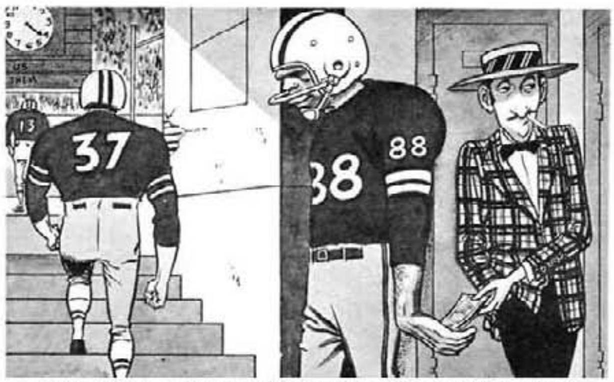


Here is a typical American father at home—placing bets with a Bookie. He should be at track where it's legal!

GAMBLING CORRUPTS COLLEGE YOUTH



Our colleges work hard to build winning teams. They offer athletes every inducement, including free tuition, soft jobs with high pay, passing grades and free room & board.



But low down dirty gamblers offer college athletes huge bribes to throw games . . . and colleges can't understand where athletes learn rotten business of accepting bribes.

GAMBLING TAKES FROM THE POOR, GIVES TO RICH



Hard-working wage-earners are enticed into gambling away their hard-earned salaries by visions of "easy money".



A professional gambler knows all the tricks, and hard-working wage-earners have small chance of seeing any profit.



But fortunately, gamblers aren't all bad; They do allow a few hard-working wage-earners like cops to make a buck.

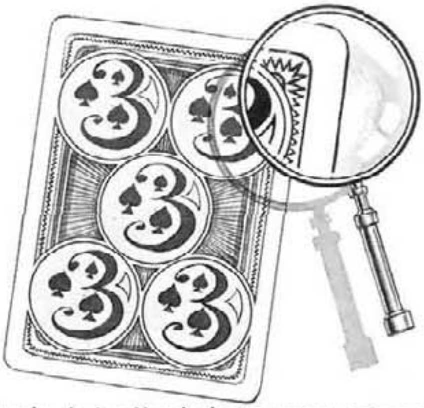
MAD REVEALS SECRETS OF DETECTING CROOKED GAMBLING EQUIPMENT

MARKED CARDS

NORMAL CARD



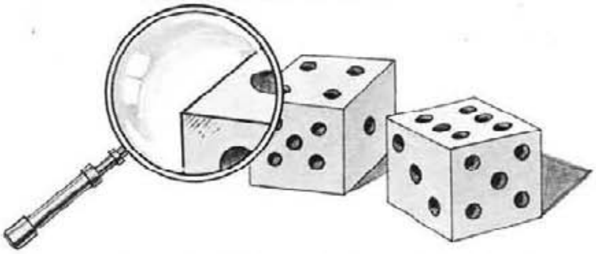
MARKED CARD



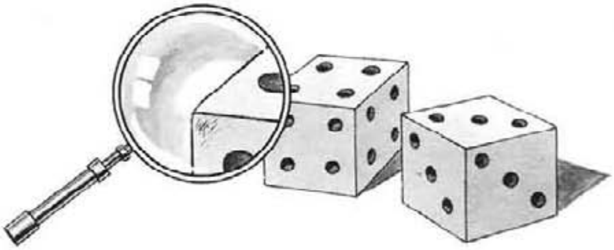
Clever gamblers are adept at marking cards in ways which only a trained eye can detect. But they're not too clever to fool us. Note how normal card at left has perfect even teeth in border design. Now look at same corner in marked card! Three teeth are a hundredth of an inch shorter than the rest. Obviously this means it's a three of some kind!

DOCTORED DICE

NORMAL DICE



DOCTORED DICE



Again, the gambler's ingenuity is applied, and again our sharp eyes detect his subtle work. Note how "legitimate" dice at left have perfectly square corners, while those "doctored" dice at right have tiny tiny beveled corners—enough to control roll. Shrewd MAD fans can easily see how gambler can throw winning "seven" almost every time.

CONTROLLED ROULETTE WHEEL

NORMAL WHEEL



CONTROLLED WHEEL

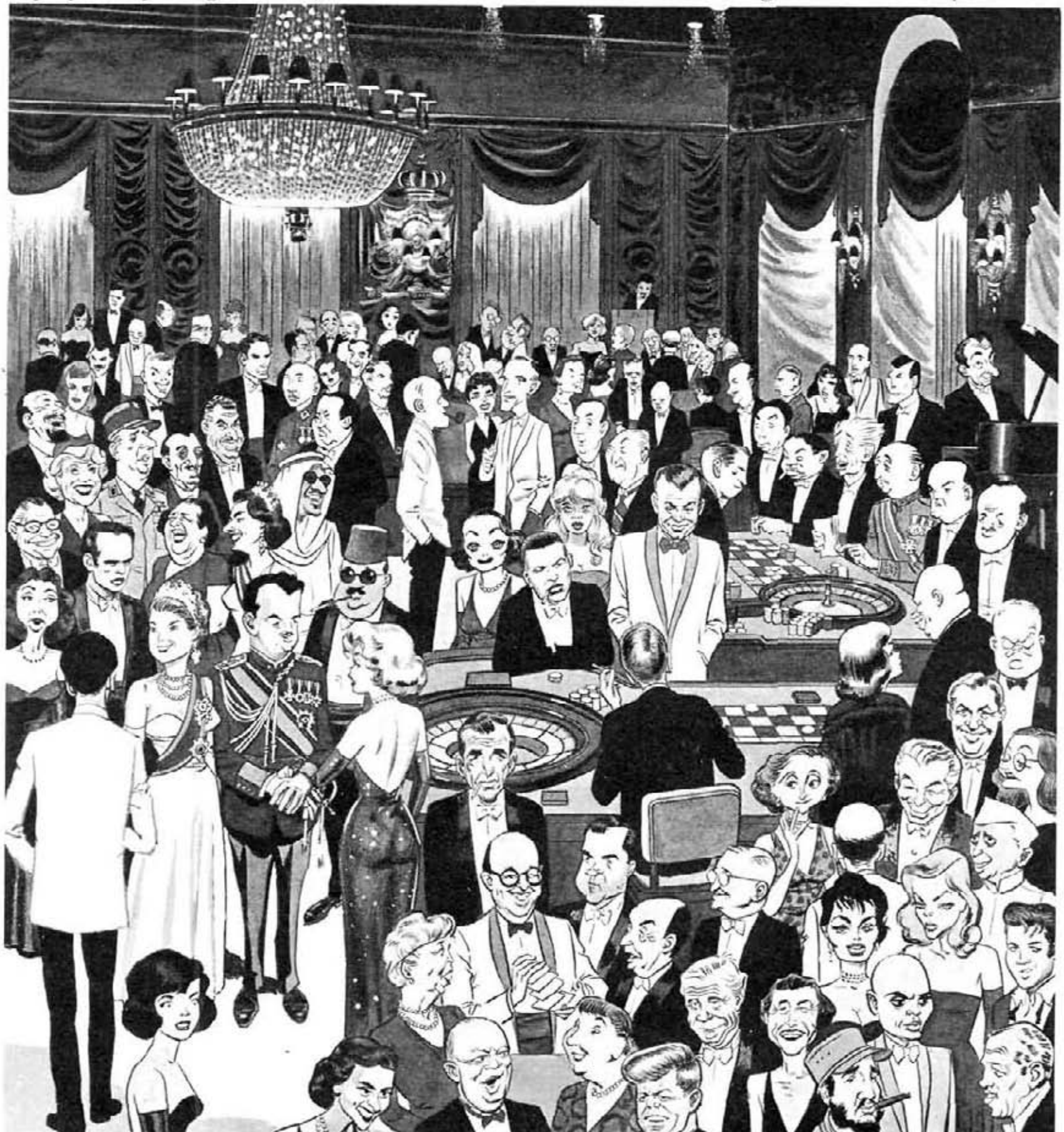


The most difficult feat of all is spotting a "Controlled" roulette wheel. But with these invaluable MAD hints, it should be simple. Note how table under "Normal" wheel is perfectly level. Now check table under "Controlled" wheel. See? It's not level! It's nearly 2/3 of one-thousandth of a centimeter off! Hah! Easy when you know this, isn't it?

"We knew GREGORY PECK when he was just a Half-Pint.

WORLD LEADERS CONCERNED OVER GROWING NUMBERS OF PEOPLE VICTIMIZED BY GAMBLING

Basically, gambling is an unsavory, sleazy, depressing business. Notice how true this is in our photo of an internationally famous gambling den. Notice the shabby, degrading atmosphere. Notice the unhappiness. Notice the desperation. Notice the worried look on the faces of World Leaders concerned with the growing numbers of people being attracted to this sordid business. Notice also they are concerned mainly because if people keep being attracted, there won't be room for World Leaders to get to the tables to place bets.



**We knew ORSON WELLES before he ran Dry.

IN CONCLUSION...

A word of caution to MAD readers: If you have never gambled, consider yourself fortunate! Try at all costs to keep it that way! One mis-step could lead to "Gambling Fever", which in turn could mean your ruination! We're so certain of this, we're willing to bet you 10 to 1 it's true! Do we have any takers?

PADDING AND PENCIL DEPT.

It's "Exam" time again, the time when they ask you all those questions you didn't study for, and don't know the answers to. But that won't stop you, will it? Nah! You'll go ahead and fill in the answers anyway—even though you don't really know what you're talking about, thus indulging in that great scholastic art: "Throwing the bull". This art consists of writing the longest answer possible about a subject, even though it has nothing to do with the question involved, hoping that the teacher will be impressed. Undoubtedly, many of you MAD readers have perfected this art (We know MAD writers have!), but you may be surprised to learn that this practice has not been limited to clods like us. Mainly, just about everybody did it when he was in school. In fact, here are some examples which reveal that even "Famous Celebrities" have "Thrown the bull"... each in his own distinctive style. So let us look at a typical exam, and compare it to...

FAMOUS TEST PAPERS

WRITER: ARNIE KOGEN ARTIST: BOB CLARKE

HERE IS A STANDARD QUESTION THAT HAS BEEN ASKED ON AMERICAN HISTORY EXAMS FOR THE PAST 50 YEARS

I. Henry Hudson
(a) Who was Henry Hudson?
(b) What was the name of his ship?
(c) What were Hudson's two most significant contributions?
(d) What obstacles did he encounter in 1609 and 1611?
(e) List the 4 great geographical landmarks that bear his name.

IT'S A SIMPLE ENOUGH QUESTION, AND ALL THAT THE TEACHER EXPECTS ARE ONE-SENTENCE ANSWERS THAT ARE DIRECT AND TO THE POINT—LIKE THESE

I. Henry Hudson - Answers
a.) Henry Hudson was an explorer and navigator.
b.) His ship was named "The Half Moon."
c.) He discovered Manhattan and explored Hudson's Bay.
d.) Mutiny by his sailors.
e.) Hudson River, Hudson Strait, Hudson Bay, Hudson Territory.

THAT'S WHAT THE TEACHER EXPECTS ... BUT THAT'S HARDLY WHAT SHE GETS! HERE IS A TYPICAL TEST PAPER THAT WAS RECENTLY HANDED IN BY A TYPICAL STUDENT WHO DID NOT KNOW ANY OF THE ANSWERS, BUT THOUGHT HE COULD PUT IT OVER ON THE TEACHER BY "THROWING IT!" JUST LOOK AT THIS MESS!

Seymour Fund — Potrzebie High School
American History I — Last Row-Last Seat

I. Henry Hudson - Answers

You ask who Henry Hudson was. Well, let me begin by saying that Henry Hudson was a very interesting and important man—perhaps one of the most interesting men of his century. He was one of the most important figures sailing the seas in that era—a "legend in his own time". He had many adventures. Perhaps his most interesting adventure was the time he and his band of dwarfs were bowling in the Catskill Mountains when suddenly, from out of nowhere, Rip Van Winkle appeared upon the scene. While Rip bowled with them, Hudson and his men filled him with beer. And that's when Rip went to sleep for twenty years. Quite a guy, that Hudson!

Hudson encountered many obstacles, but he overcame them, and went on to make significant contributions to whatever he was doing. And he had 4 great geographical landmarks named after him. And he is renowned throughout history. And I am fast running out of



WELL, THAT'S THE KIND OF "BULL" THEY ARE HANDING IN TODAY! BUT IF YOU WILL TURN THE PAGE, YOU'LL SEE THE KIND OF "BULL" THEY WERE HANDING IN YESTERDAY!

"We knew DESI ARNAZ before he lost the Ball."

John Daly Montauk High School
American History I Honor Class
Question I – Henry Hudson

There is no doubt that Henry Hudson merits the student's attention. As an historical entity, Mr. Hudson deserves preliminary recognition for his initial endeavors in the fields of exploration. However, before expressing any opinion or arriving at any conclusion concerning his contributions, we should, in all fairness, weigh, on the surface at least, all the significant facts relating to the relative importance of the geographical landmarks he has been associated with in an effort to judge whether an explorer and/or navigator is entitled to the same acclamation accorded other historical figures, or merely as a means to outline specific accomplishments, in which case, for the time being, I will have to answer with a qualified "Maybe."

Now would you be so kind as to repeat the question?



Leonard Bernstein H. S. of Music & Art
American History I 4th Row 5th Seat
I Henry Hudson – Answers

Who was Henry Hudson? We can best determine that by analyzing his name: HEN-RY HUD-SON. By breaking it down into its most simplified word form, we can clearly understand the meaning of the man and what he stood for. His name has a rhythmic, rippling meter to it—which suggests waves. And from the waves—we can derive the word "ocean". Thus, Henry Hudson was an explorer of oceans, and a mighty good one at that. His talent was phenomenal. Why was he an explorer? What made him an outstanding explorer—and not a musician or a composer or a violin maker? If we break down the word "explorer" phonetically, we have EX—PLORE—RER. Each syllable rings with genius, surges with heroic stature, and throbs with the theme of discovery. And right about now, you're making the discovery that I don't know very much about Henry Hudson. Well, I guess I'll have to face the music, and . . .



Georgie Jessel Mrs. Koppelman
American History I 2nd Row 3rd Seat
I – Henry Hudson

It behooves me to come before you on this grand
and glorious occasion—my final exam . . . to discuss
with you a man who truly ranks with the great immor-
tals of all time . . . a man who, in his travels east
and west, north and south, was prolific in his accom-
plishments . . . a man who overcame the gravest of hard-
ships in the early 1600's . . . a man who, despite many
obstacles, made two significant contributions—both
for worthy charities, I'm sure. And on an explorer's
salary. It certainly must have been a great sacrifice.
My heart goes out to this great explorer. Even now, as
I discuss him, a tear comes to my eye, mainly because
my monocle is caught in my upper lid and . . .



Milton Berle Mrs Koppelman
American History I ~~2nd~~ 3rd Row-3rd Seat

It behooves me to come before you on this grand and glorious occasion—my final exam . . . [illegible] discuss with you a man who truly ranks with [illegible] immortals of all time . . . a man who [illegible] east and west, north and sou[illegible] [illegible] rolific in his accomplishments . . . [illegible] overcame the gravest of hardships in the [illegible] . . . a man who, despite many ob[illegible] two significant contributions—both fo[illegible] charities, I'm sure. And on an explorer's

DISQUALIFIED!

Caught copying!!!
Yetta Koppleman



Alexander King — Vienna Secession School
American History I — 3rd Row - 2nd Seat
Question I - Henry Hudson - Answers

When I saw this ridiculous question, I was so disgusted that I was tempted to skip it entirely and go on to the next one. Explorers, to me, are absolutely useless. I mean, nothing could bore me more. I couldn't care less. They serve no useful function except to be insulted by frustrated Queens. Hudson, however, is one explorer I am half-way interested in, because my Great-Grandfather knew him intimately. I happen to be familiar with every sordid detail of Hudson's life. This one story will reveal how pitifully other explorers compare to Hudson, especially that absurd Columbus, who has been vastly overrated.

When Hudson set out in 1609, the crew he had selected was unbelievably wretched, the food was abominable, the ship was an atrocity, and I have run out of cynical and insulting adjectives . . .



Jack Paar — So. Cleveland H.S.
American History I — 1st Row 1st Seat
I Henry Hudson

It's not fair. I was absent the day this subject was reviewed, and I didn't know it was going to be asked on this exam.

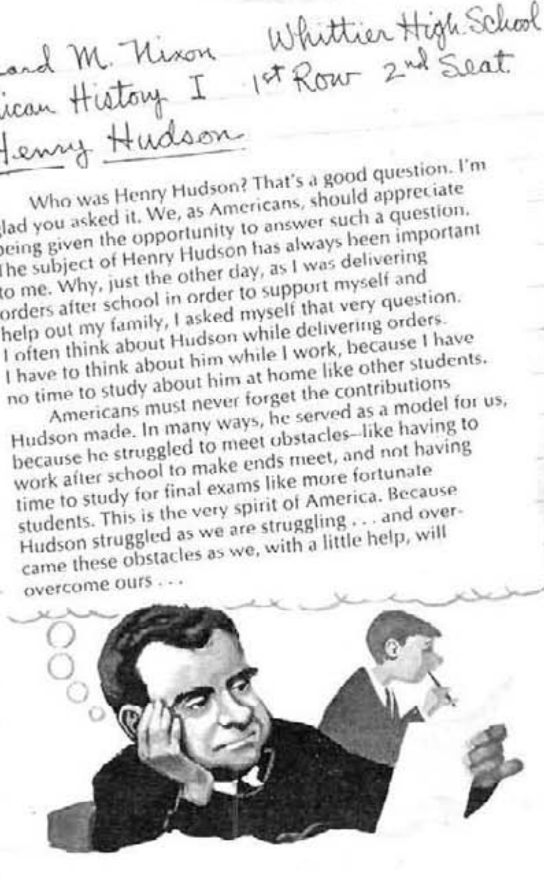
I'm being honest. Lord knows, I've tried. I've tried my best. But I've had it harder than the other students all term long. Teachers keep picking on me. I've got very little time to study. My inkwell jams. Everything works against me. I've spent 2½ years here, and I've worked hard. I've tried to make it. But I don't feel comfortable. It just hasn't worked out. I've thought it all over very carefully, and I've come to the conclusion that there must be a better way to spend my adolescent years. So I'm going to get up, and leave this classroom, and never come back. No, don't try to stop me. I've made up my mind. It won't do any good . . .



Richard M. Nixon — Whittier High School
American History I — 1st Row 2nd Seat
I. Henry Hudson

Who was Henry Hudson? That's a good question. I'm glad you asked it. We, as Americans, should appreciate being given the opportunity to answer such a question. The subject of Henry Hudson has always been important to me. Why, just the other day, as I was delivering orders after school in order to support myself and help out my family, I asked myself that very question. I often think about Hudson while delivering orders. I have to think about him while I work, because I have no time to study about him at home like other students.

Americans must never forget the contributions Hudson made. In many ways, he served as a model for us, because he struggled to meet obstacles--like having to work after school to make ends meet, and not having time to study for final exams like more fortunate students. This is the very spirit of America. Because Hudson struggled as we are struggling . . . and overcame these obstacles as we, with a little help, will overcome ours . . .



John F. Kennedy
American History I — CHOATE SCHOOL
3rd Row--5th Rocker

I. Henry Hudson

Henry Hudson was a man of powa and viga and strength. And with the help of his fatha and motha and king, he went fowarth in his ship. Throughout all his adventures, and when he encountahd great obstacles, this one bit of unselfish philosophy guided him: "Ayisk not what my country can do fowah me, but what I can do fowah my country!" I believe that Hudson lived and sailed by this motto. I believe that Hudson believed that men cannot live in a world that is hayif slave and hayif free. I believe that he wanted to move fowahd in the 1600's. I believe that his crew wanted to move fowahd. I believe his ship wanted to move fowahd. I believe that I want to move fowahd--in order to see the answers of the student in front of me.



BITTER-PATTER DEPT.

Mark Twain once said: "Everybody talks about the weather, but nobody does anything about it!" Well, Mark Twain was wrong! People are doing things about the weather every day . . . namely, ridiculous things. Witness the following examples— in this next article which explores . . .







••We know MARILYN MONROE before she needed Doctorin'.



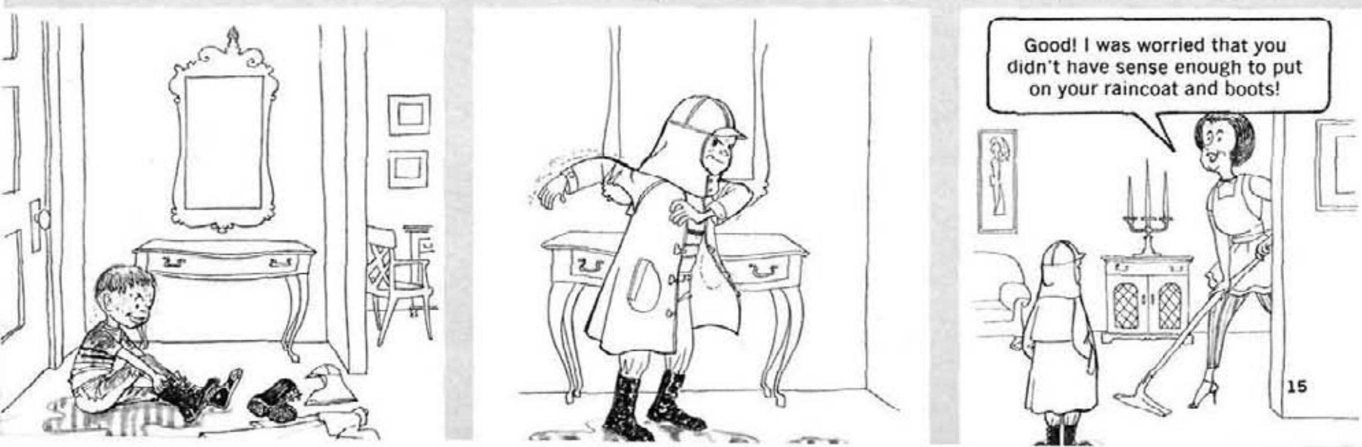
RAIN

WRITER & ARTIST: DAVID BERG



We knew **GLORIA GRAHAM when she was still a cute Cookie.





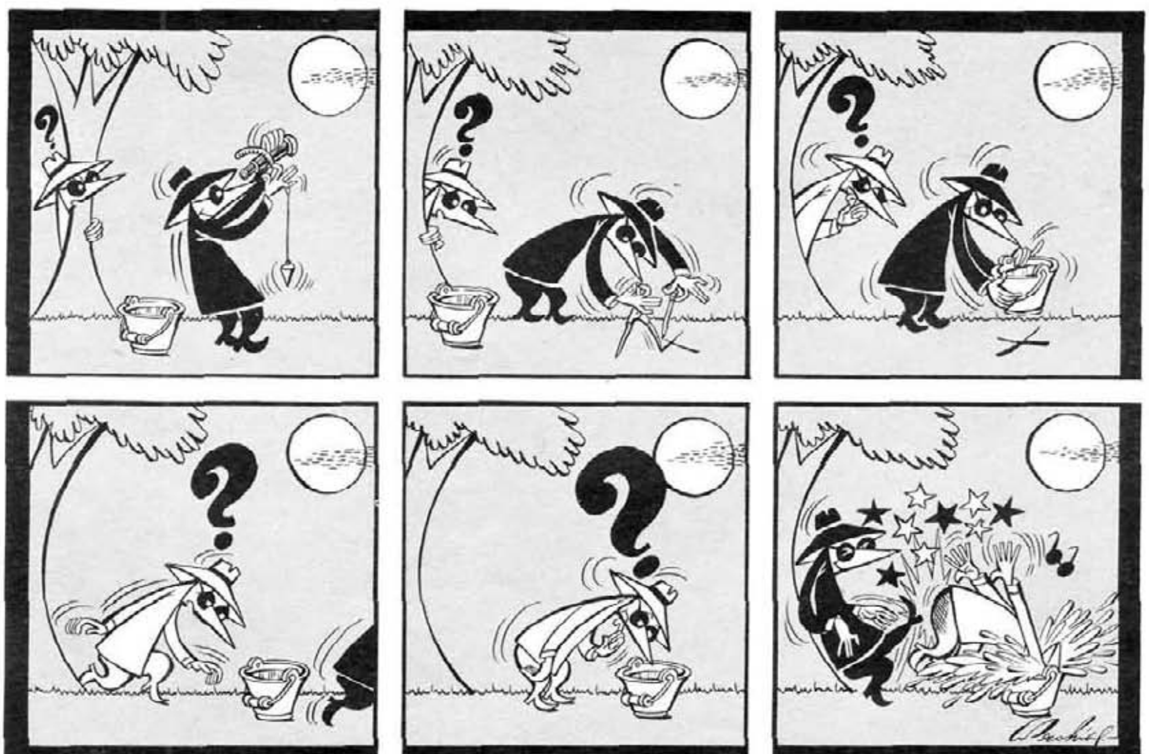


**We knew DORIS DAY when she was working Nights.


I WAS A TEENAGE VAMPIRE
Hi, Mom! It started to pour so I ducked in out of the rain—and where do you think it was? The movie theatre! So as long as I'm waiting for it to stop, can I see the picture . . .?
Selma! I can't find my rubbers—or your boots—or the umbrella!!
We left them at Sidney's and Irma's house . . .
Then whose rubbers and boots and umbrella are these . . .?
Sidney's and Irma's! They left them at our house!
**We knew JACK LEMMON when he was a Little Squirt.
Did you say something?
I STILL can't hear you! You'll have to speak LOUDER!
I SAID WIPE YOUR FEET BEFORE YOU COME IN!!
Don't tell me about what a tough day you had at the office! I've been washing and hanging clothes out to dry all day! I'm so pooped, there's nothing in the world that can get me out of this chair!
It's raining!
YAAAAAAHHHH!!
David Berg

When Fidel (the man with the sword) ordered Antonio Prohias (the man with the pen) arrested for his anti-Castro cartoons, the Cuban artist fled to the U.S., where he now graces MAD's pages with . . .



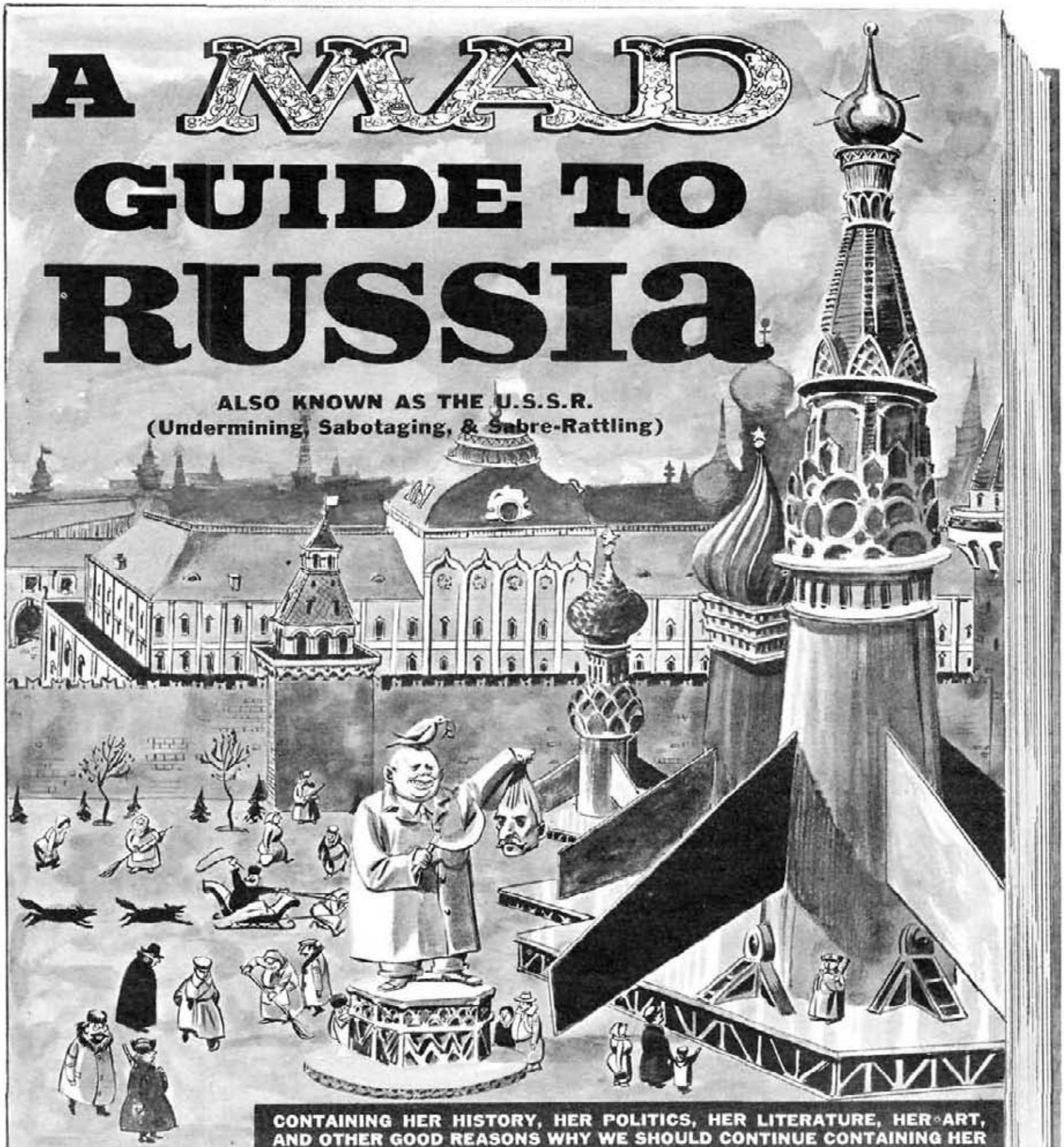


**We know ROY ROGERS when he was quick on the trigger.

BETTER READ THAN DREAD DEPT.

There's been some controversy lately as to whether the study of Communism should be included in our school curriculums. A lot of people seem to be afraid of the idea. Well, by George, we're not! Working under the assumption that knowledge is power, we all could get a heck of a lot stronger than the Reds merely by taking a good, long, honest look at them — just for laughs. Like f'rinstance in . . .

ARTIST: JOE ORLANDO WRITER: PHIL HAHN



**We knew FREDERIC MARCH before he lost his Horse.

RUSSIAN GOVERNMENT AND POLITICS

Before 1917, Russia was an "Empire", and was ruled by "Czars". Then came the two Russian Revolutions. In the first, the Peasants revolted against the Czars. In the second, the Communists revolted against the Peasants. The result is that today, Russia has the most revolting government in the world.



The Communist system of education and political indoctrination at the grass roots level has paid off for them. A staggering 105% of all eligible voters participated in the 1958 elections—and strange as it seems, they all voted "Communist".

The old Czars who once ruled Russia were mean, selfish, ruthless, cynical Noblemen. The 1917 Revolution did away with all that. Today, Russia is ruled by "Commissars"—who are mean, selfish, ruthless, cynical Peasants.

The Russian system of government is based on Karl Marx's "Communist Manifesto," which might be described as a civics essay that got out of hand. In this treatise, Marx advised the workers of the world to arise. This was pretty ridiculous, since they'd been arising every morning for years. What they really wanted was to get a little rest! Marx claimed that Communism would lead to a Utopia which he called "The Classless Society." It also has a name in the philosophical world. It's called "Hogwash."

Russian politics can best be understood by comparing them with American politics. For instance in America, to get votes, politicians have to kiss babies, and if they don't, the mothers can take their offices away from them. In Russia, the system is somewhat different. To get food, mothers have to kiss politicians, and if they don't, the politicians can take their babies away from them.

In America, "Time For A Change" means the citizens are going to get rid of the current government and replace it with a new one. In Russia, it means the government is going to get rid of the citizens and replace them with new ones. If this sounds unbelievable, just remember what happened in Hungary in 1957.

Basic Marxian principle is to "share the wealth" and make all citizens equal. Russian efforts to this end were sponsored by the Kremlin, and carried out by local Commissars, as seen below.

BEFORE COMMUNIST REVOLUTION



CZARIST NOBLEMAN · PEASANT · PEASANT · PEASANT · PEASANT

AFTER COMMUNIST REVOLUTION



COMMUNIST COMMISSAR · PEASANT · PEASANT · PEASANT · PEASANT

THE RUSSIAN PEOPLE

Russia's population is about 250,000,000 people, which is broken down as follows: 1,000,000 workers, 49,000,000 soldiers, 50,000,000 secret police and 99,000,000 spies. The other 1,000,000 are currently in America, booked into Madison Square Garden by S. Hurok.



American Magazine photographers who go to Russia love to take pictures of grizzled old peasants — which give the impression that Russains live much longer than Americans. This is not true! It only seems longer. Collective farmer Dimitri Cigaditch and wife, pictured above, are both 23 years old.

Visitors to Russia conclude that since Russians never smile, they are very serious-minded people. This is not true. The fact is, they love to smile. They just don't have anything to smile about!

The common people of Russia fall into two categories: farm workers and factory workers. Farm workers are assigned to groups which live and work together. They are told what to do by a Commissar who has absolute control over their lives. In Russia, this is called "Collective Farming." We once had something similar to this in America. It was called "Slavery!" Russian factory workers are not controlled quite as much as farm workers. On Collective Farms, workers either work or they starve. In the factories, however, they do not starve if they do not work. They're shot! In Russia, if you ask a worker, "How's it going?", and he answers, "I can't complain," he's not kidding. He really can't!



A portion of the famous "Iron Curtain" around the U.S.S.R. Contrary to popular belief, the Iron Curtain is not intended to keep Foreign People out. It is to keep Russian People IN!

The Russian people are noted for their good health and physical prowess. This comes from getting lots of exercise. Russian men get exercise running from the Secret Police. Russian women get exercise running from Russian men. Russian "Amateur Athletes" get exercise carrying home the money the government gives them.

The average Russian's diet consists of three main staples: vodka, potatoes, and baloney. He gets the vodka from the State-controlled liquor stores, he gets the potatoes from the State-controlled produce stores, and he gets the baloney from the State-controlled newspapers.

RUSSIAN CULTURE

LITERATURE

Russia's heritage of fine literature is second to none. Communist leaders constantly brag about such men as Pushkin, Turgenev, Gogol, Chekhov, Tolstoy, and Dostoevsky. These were six Russian writers of great talent who were not afraid to speak their minds, who were not distracted from their goals by financial considerations, who were not beaten down by life, who were not intimidated by greatness, and who, mainly, were *not Communists!* By the 1917 Revolutions, these guys had either quit writing, or died, or both.

Communist literature is almost totally made up of government propaganda, such as the following poem, "Ode To Glorious Heroes of Collective Farms", by Sergei Bolstoi:

Plant, reap, plant, reap,
Pile the grain into a heap;
Loyally bleeding hands and
Loyally bunioned feet
Working so we'll soon
Be up to here in wheat;
Tra la tra la!



GOVERNMENT-SPONSORED WRITERS' CONFERENCE MOSCOW, U.S.S.R.—1961

In Russia, this sort of thing is called "Political Awareness". In America, it's called "Brown-Nosing"!

Bolstoi is known as a "People's Poet" because he writes about the common folks, and has the common man's interests at heart. In fact, Bolstoi serves as an inspiration to all Communist poets, because he has had the common man's interest so much at heart that he now lives in a forty-room mansion in Pinsk, with twenty-six servants, six Zim convertibles, and a swimming pool in the shape of Lenin.

EDUCATION



Russian education includes what Communists call "Political Indoctrination." We have another, more accurate name for it! We call it "Brain-Washing"!

Russian Education is controlled by the government, and is based upon the intelligence of the child.

For instance:

(1) A *stupid child* doesn't get to school at all.

(2) An *average child* goes to trade school and learns a useful skill, like making Hydrogen Bombs.

(3) An *above-average child* goes to the University and studies Science, so he can invent even bigger Hydrogen Bombs.

(4) A *brilliant child* goes to Siberia because he can be dangerous!

ART

Russian art is subsidized by the Government, thus solving the artist's age-old problem of how to pay the grocery bill. This system however, creates new problems, since the Government now has a certain amount of control over all artistic endeavors. F'rinstance, the paintings below were the winners in the 1961 Moscow Art Festival, judged by N. Khrushchev.



ZEUS RAMPANT



BEAUTY DISTILLED



GREEK GOD AT REST



OUR FOUNDER

ENTERTAINMENT



Humor is not outlawed in the Soviet Union. The government merely exercises a subtle influence over subject matter. There are many "comedians" like Boris Bergenskov, shown here entertaining in Moscow. (Note: Mr. Bergenskov is on the left. Man on right is subtle government influence.)

In Russia, there is one man who controls every phase of entertainment. He is like Frank Sinatra in this country. He is the "Commissar of Culture". And what he says goes. For instance, in America, a drama critic might say: "You will like the new play that opened last night." In Russia, the Commissar of Culture will put it like this: "You WILL like the new play that opened last night — OR ELSE!!"

Most Russian entertainment is very bad because it is controlled by stupid people who have no knowledge of what's good or bad, and who merely use it to further their own ends. In short, it's like American television.

The Russian Government, anxious to preserve old customs and traditions, often sponsors many gay Folk Dancing Festivals like this one, held in Pinsk on May Day, 1961.



RUSSIAN SCIENCE AND INDUSTRY

SCIENCE



Russian rocket research has made great advances since World War II. Russian missile experts are very smart. Mainly, they speak perfect German!

Russian science, although relatively young, has made great strides in the past twenty years. This is the result of important scientific discoveries. The most important of these discoveries was the fact that they can obtain a copy of any United States patent for a quarter, which is a heck of a lot cheaper and faster than doing their own research. Another important Russian discovery was that American nuclear secrets could be stolen. Breakthroughs like these have enabled Russia to take great leaps forward since World War II. It is interesting to note that the goals of Russian science are very different from the goals of American science. Soviet science works toward developing bigger and more terrifying weapons of war, like hydrogen bombs—while American science works toward developing bigger and more terrifying weapons of peace, like television sets. Therefore, Russian science is destructive, while American science is merely disgusting.

This impressive monument is a tribute to Samovar Samovnovitch, a "Labor Hero" who once tightened 3,728 bolts in one hour at the Pushkin Piston Plant. However, the memorial is not symbolic of Samovar's achievement, but his mental condition.



INDUSTRY



The Russian Garment Industry sets its own fashions. For instance, Russian women wear their skirts much longer than American women. About 20 years longer!

Soviet industry is devoted almost entirely to military production. As a result, there is an interesting paradox in Russian industry: A worker spends his day in a modern factory making the world's most technologically advanced weapons, and at quitting time he has to walk home to his wife who is cooking on a wood-burning stove in a two-room apartment they share with four other families. Russia has no union problems, mainly because they have no unions. In Russia, everybody works for the government. As a result, if a Russian worker doesn't like his job, he isn't creating a labor dispute—he's creating Treason!

Russia's biggest export (aside from Strontium-90, which they've been giving away free lately in the form of fallout) is cattle. At least we assume it's cattle. Because we recently heard a high Russian government official brag about the huge amount of "bull" his country ships overseas, mostly to the uncommitted nations.

One of the few small industries left in Russia, the Dullgrad Shoe Works employs only 5 people: 1 Commissar, 2 Propaganda Agents, 1 Clerk for filling out government forms, and 1 Shoemaker. The factory specializes in making unique shoes with steel heels, which are very uncomfortable to wear, but excellent for pounding tables with.



FAMOUS RUSSIAN RULERS

JOSEPH STALIN

Joseph Stalin, like many American movie stars and criminals, changed his name to further his career. When he joined the revolutionary movement, he took the name of "Stalin", which means "Full of Steel". He considered this more glamorous than his real name, "Dzugashvili", which presumably means full of "Dzugash." Before Stalin took over the Communist Party, it was full of idealistic, humanitarian, peace-loving elements who had trouble running the government. So Stalin stepped in and showed them how to govern efficiently and effectively. He simply took the idealistic, humanitarian, peace-loving elements out and had them shot.

Stalin's biggest problem was that he had trouble expressing himself. As a result, most people frequently got the wrong idea about him. For example, at Yalta he said that he would cooperate with his World War II Allies in rebuilding Europe. The Allies thought that, by this, he meant he would cooperate with them in rebuilding Europe. What he really meant was that, given the chance, he'd enslave as much of Europe as he could get his hands on.



Stalin at Yalta Conference. Note nervous finger-crossing mannerism which always seized him just as he was about to give his word of honor to the Western Allies.

NIKITA KHRUSHCHEV

Nikita Khrushchev is the current ruler of the Soviet Union. Unlike Joseph Stalin, he has no trouble expressing himself. His problem is that he can't seem to keep his big mouth shut.

Khrushchev's fat face and rotund physique give him the appearance of being an overgrown baby. The fact that he threw a temper tantrum when he couldn't go to Disneyland only added to this image, as did his childish shoe-pounding demonstration at the U. N. Oh, well, we're all children at heart! It's just that the Soviet Dictator has bigger toys to play with than most kids! Like Bulgaria, Roumania, Czechoslovakia, Lithuania, Latvia, Poland, Hungary, East Germany and Cuba, to name just a few!

Mr. Khrushchev is known for his statement to the American people that he will "bury" us. This should not be taken as an idle boast, for he has already buried thousands of Poles, Czechs, East Germans, and Hungarians—not to mention a goodly number of his fellow Russians. Including Stalin, whom he buried twice!



Khrushchev at the U.N. disproves theory that all Russian delegates have kidney trouble which is why they keep leaving the room. He seemed to have ego trouble —and wouldn't leave the room at all.

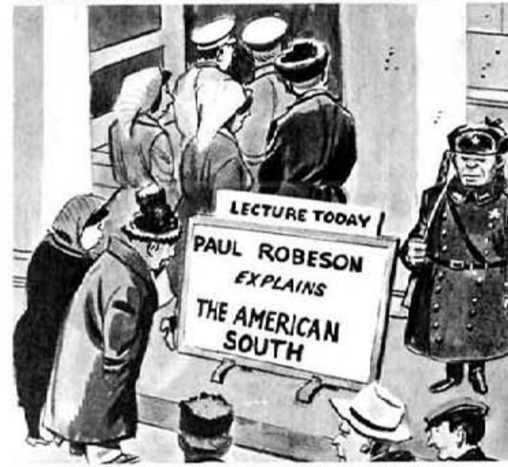
TOURING THE U.S.S.R.

There are many things that Americans who want to visit Russia should know. The most important thing they should know is that they're out of their minds to want to visit Russia!

There are several kinds of tourist accommodations in Russia, of varying quality. Generally speaking, they run the gamut from "impossible" all the way up to "inadequate". Hotel rooms are furnished only with what the Russian government considers the bare necessities. These include: a bed, a lamp, a chair, a wastebasket, and 17 concealed microphones. To an American, this may seem a bit inconvenient, but it does have one good point: if you want to lodge a complaint, you don't have to go down to the police station. Just sit in your room, and say what you have on your mind—they'll be listening!

One thing about touring Russia is that the government makes it very easy for you to plan your itinerary. They tell you all the places you can't go. There's not much left. And there's little danger of getting lost in Russia. If you're ever in doubt, you can always get directions from one of the government agents who'll be tailing you.

SCHMINSK—THE S. HUROK CULTURAL EXCHANGE CENTER



Established in 1960, this foundation is staffed with 175 psychologists, philosophers and other scholars, and is dedicated to trying to figure out just what "Porgy and Bess" was all about.

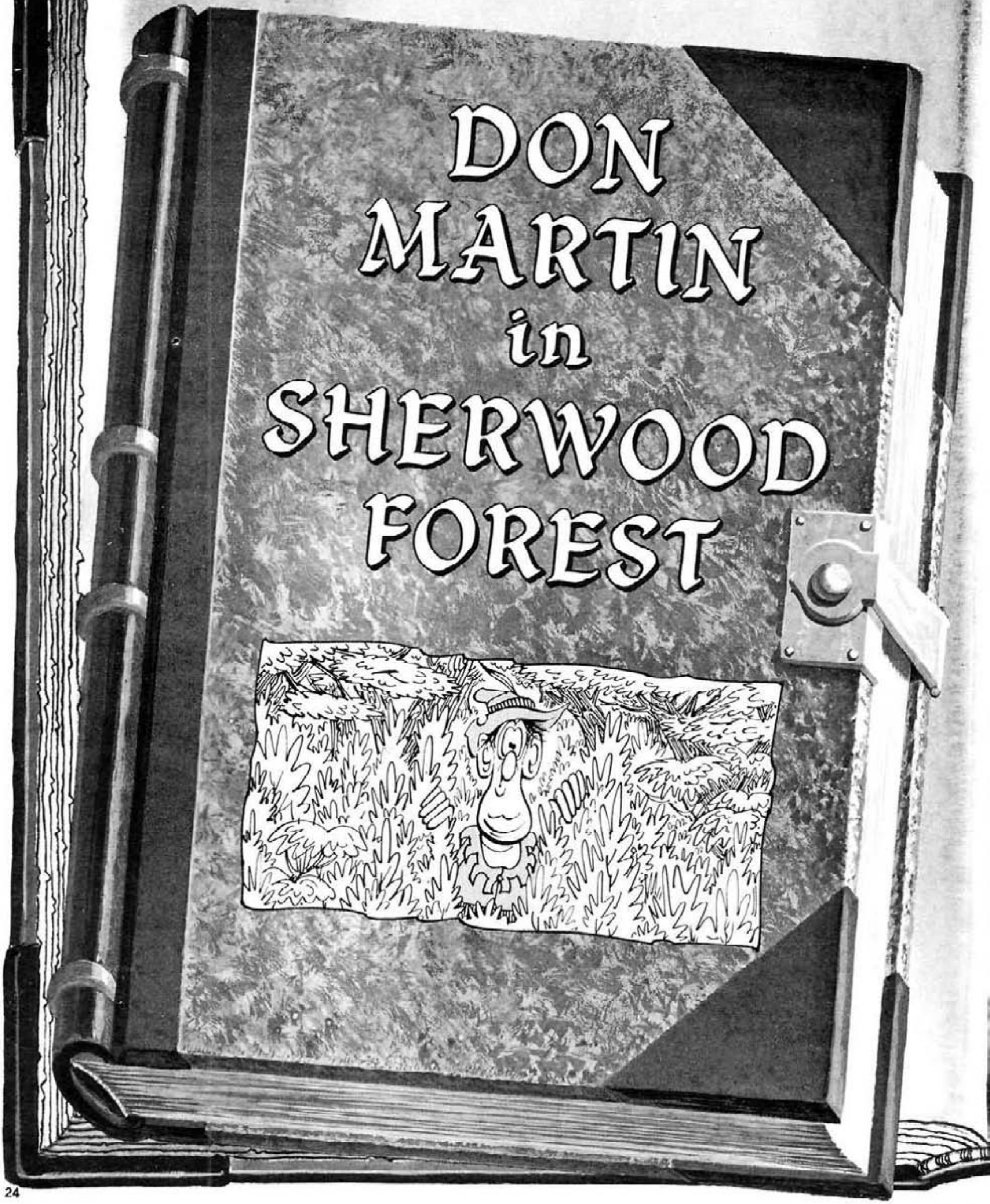
MOSCOW—THE BUREAU OF OVERSEAS CULTURAL RESEARCH



This imposing structure, recently completed at a cost of 12 million rubles, houses a branch of the vast Russian Spy Network. The task of this bureau's 2400 employees is to compile a complete and accurate set of color photos of "Disneyland" so Khrushchev can build his own.

ROBIN HOOD-WINKED DEPT.

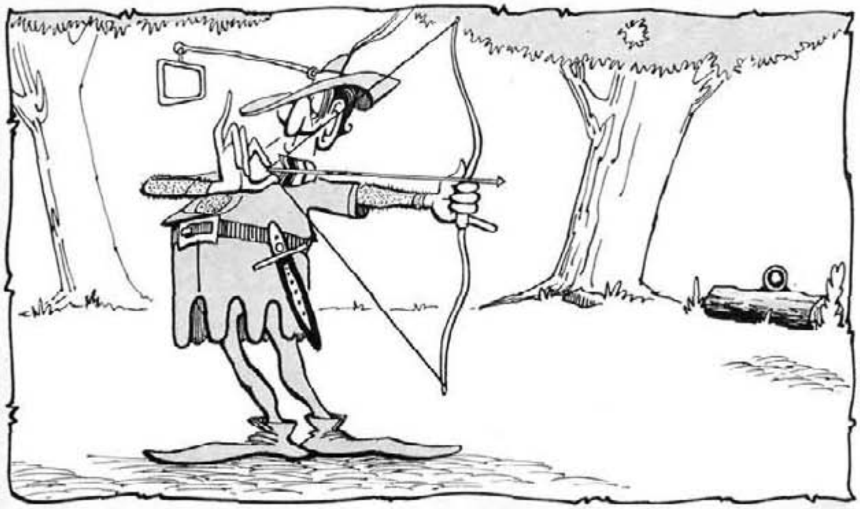
PRESENTING . . . A SPECIAL "MAD" VERSION OF THOSE FAMILIAR TALES OF "ROBIN HOOD AND HIS MERRY MEN" BY THAT OLD BANDIT FROM WAY BACK—

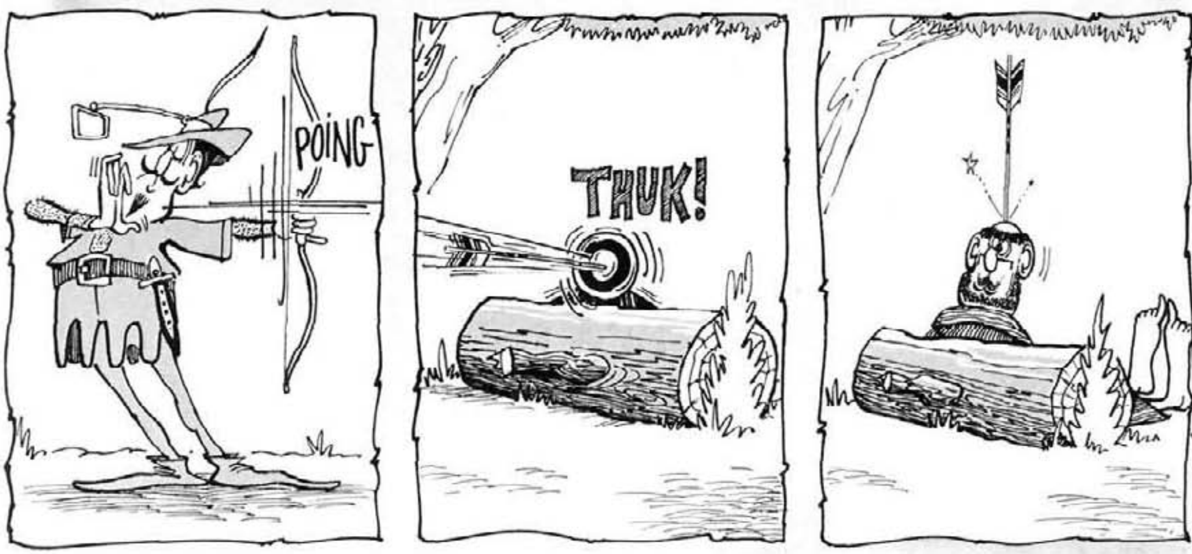


Once upon a time, a band of Merry Men lived deep in Sherwood Forest. They were all hale and hearty fellows—who always enjoyed a rousing good song...

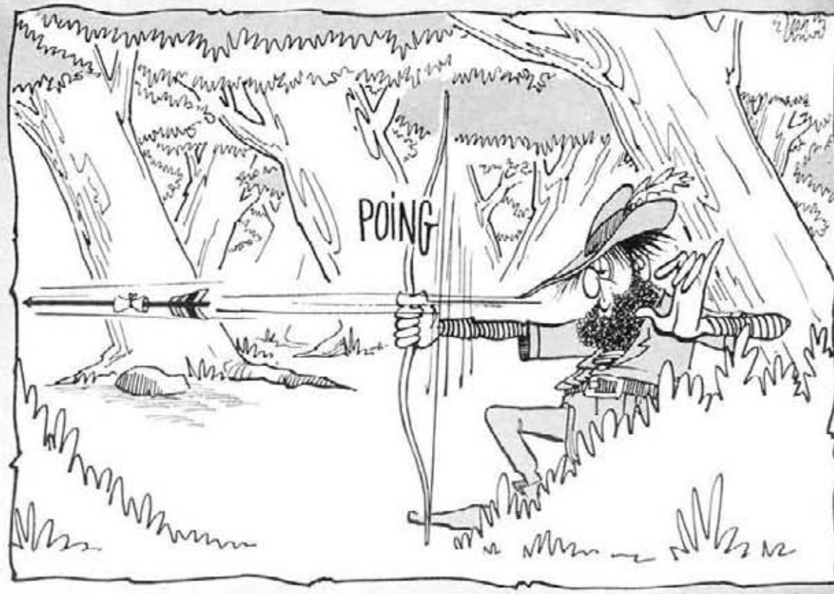


The leader of this band of Merry Men was a dashing rogue named Robin Hood ...who was by far the best bowman in all Nottingham...



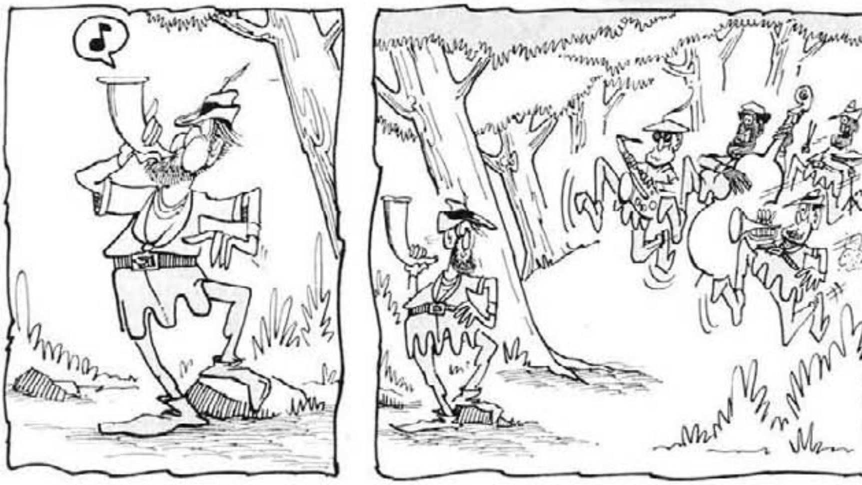


Robin Hood and his Merry Men were ingenious in the methods they devised to send lightning-fast messages across miles of dense overgrowth to their hide-out deep in Sherwood Forest . . .





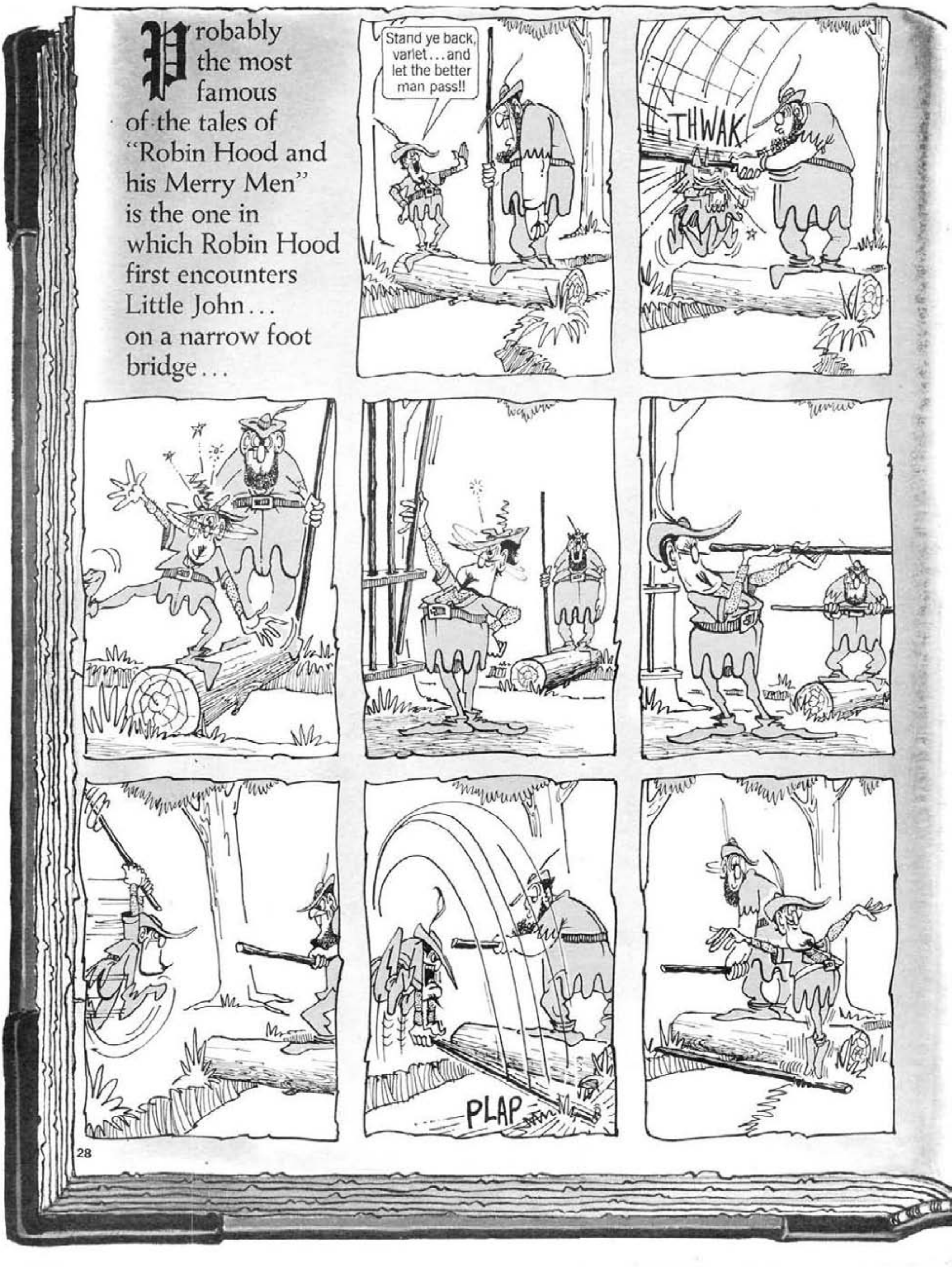
Another method of quick communication was the horn. Often, even a single note of the horn would bring instant action…



Robin Hood was well loved by the simple folk and despised by the nobility— because it was known throughout the countryside that what he stole from the rich he gave to the poor…



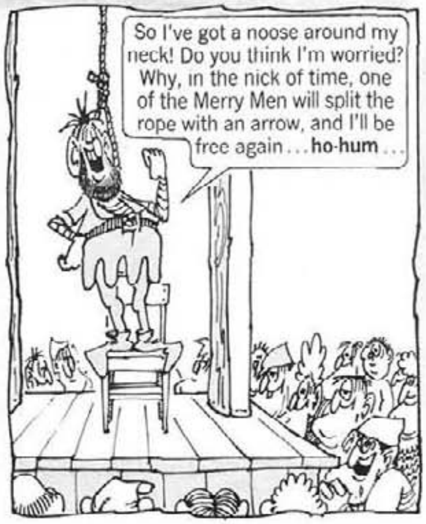



Probably the most famous of the tales of "Robin Hood and his Merry Men" is the one in which Robin Hood first encounters Little John... on a narrow foot bridge...
Stand ye back, varlet... and let the better man pass!!
THWAK
PLAP

Then there was the time Robin Hood won the King's private archery match in one of his clever disguises



However, every now and then, one of Robin Hood's Merry Men was captured, and sentenced to death on the gallows...



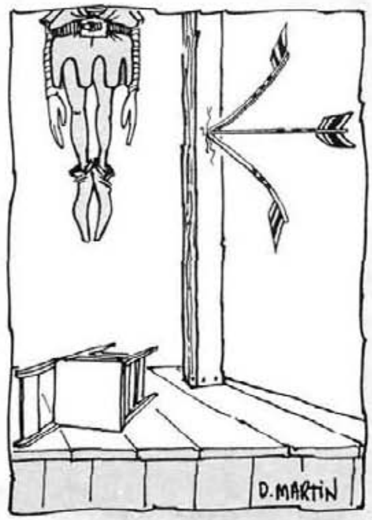












CHAIRMAN OF THE BROAD DEPT.

Here we go again with our fictionalized version of things we'd probably find if we were to examine the contents of

CELEBRITIES' WALLETS

ARTIST: JACK RICKARD WRITER: ARNIE KOGEN

SCHEDULE OF SUMMIT MEETINGS THIS SEASON

We will all get together, and run up on stage to do our act, interrupting the following performances:

EDDIE FISHER at THE SANDS in LAS VEGAS
SOPHIE TUCKER at THE FONTAINEBLEAU in MIAMI
VAN CLIBURN at CARNEGIE HALL in NEW YORK
BILLY GRAHAM at THE COLISEUM in L.A.
SAMMY CAHN'S NEPHEW'S BAR-MITZVAH
THE 87th SESSION OF CONGRESS

Gloria:
Send this out to Dean, Sammy, Peter, Joey, Shirl, and Tony at once. Also send a schedule to J.F.K. — I know he's busy, but it'd be a gas if he could be with us when we bust up Congress —
Frank

BLUE CROSS HOSPITALIZATION PLAN
Los Angeles, California

A Non-Profit (after huge administrative salaries) Medical Plan

Mr. Frank Sinatra
"The Pad on the Hill"
Coldwater Canyon Drive
Hollywood 134,
California

We have received your request and we appreciate your interest. However, we can not insure the individuals you have listed under a "Group Rate."

If you and your organization members desire Hospitalization Insurance, they will have to become associated with an established corporation in order to qualify for any "Group Plan."

They cannot, however, join as members of "The Clan."

Sincerely yours,
Herman Gooberduck

Herman Gooberduck
Your Local Blue Cross Representative

THINGS TO BUY TODAY

2000 Shares of Eastman Kodak
8000 Shares of Audio Devices
7000 Shares of National Industries
Additional stock in the Sands Hotel
Another Radio Station in Oregon
7 more Real Estate Developments in Santa Barbara
The City of San Rafael
The Mojave Desert
The State of Utah
A BOX of Wheaties

THE WHITE HOUSE
Washington, D.C.

I. O. U.
380,000 VOTES
(or their equivalent)
John F. Kennedy

TRAFFIC VIOLATION SUMMONS
CITY OF LOS ANGELES
DEPARTMENT OF MOTOR VEHICLES

MODEL CAR: *Dual Ghia*
LICENSE NO: *J.S. 54*
VIOLATION: *Illegal Parking*
PLACE: *On Top of a Newspaper Reporter*
FINE: *$25.00*
OFFICIATING OFFICER: *M. Bitsko*

*"We knew SANDRA DEE when she was getting F's.

IDENTIFICATION

NAME: *Frank Sinatra.*

ADDRESS: *None of your business. !*

PHONE: *Also none of your business !!*

OCCUPATION: *Gasser !*

IN CASE OF EMERGENCY, NOTIFY:

Anybody but them stupid, dirty rotten reporters! I hate their guts! They're all finks!!!









MORRIS GELSTON, M.D.
Suite 1230 Westwood Medical Building
Westwood, California

To Whom It May Concern:-

This is to certify that my patient, Sammy Davis, Jr., was ill on Feb. 17th, 1962, the night of your Night Club opening, and was put to bed under my orders. Although he begged and pleaded, I felt it was in the best interest of his health that he remain there, and not leave under any circumstances.

Sincerely yours,

Morris Gelston

Morris Gelston, M.D.

Frank—
Here is the note you requested. See, I told you I had a good reason for not digging your opening.
Forgive me?
Sammy

The Jack Daniels Distilling Corp.

SPECIAL 10% DISCOUNT CARD

This special 10% discount is limited to quantity users of Jack Daniels Tennessee Sour Mash Whiskey. It is presented to Restaurants, Liquor Stores and Hotels who have purchased more than two thousand five hundred gallons during the past fiscal year.

10% Discount is Authorized to:

Frank Sinatra

FILL IN NAME OF QUANTITY USER

SELECTIVE SERVICE SYSTEM
NOTICE OF CLASSIFICATION

FRANCIS	ALBERT	SINATRA
(First Name)	(Middle Name)	(Last Name)

Selective Service No. 22 | 19 | 27 | 696 has been classified in Class 4-F

Dec. 10, 1943	*Mae E. Jones*
(Date of mailing)	(Member or clerk of local board)

(Registrant must sign here) *Francis Albert Sinatra*

The law requires you, subject to heavy penalty for violation, to carry this notice, in addition to your Registration Certificate, on your person at all times—to exhibit it upon request to authorized officials—to surrender it to your commanding officer upon entering the armed forces.

The law also requires you to notify your local board in writing of every change (1) in your address, (2) in your physical condition, and (3) in your occupational, marital, family, dependency, and military status.

FOR ADVICE, SEE YOUR GOVERNMENT APPEAL AGENT.

SSS Form No. 110

UP FOR ADAPTION DEPT.

History will one day note that the greatest contradiction of our age was the fantastic race to prepare man for those alien conditions of space which could destroy him, while paying no attention to those alien conditions on Earth which were doing the very same thing. The fact is, pure and simple, that the human body cannot long endure our new scientifically-advanced way of life without suffering

MAD'S JO
FUTURE PHYSIC

BOWLER'S DROOPITIS



A common occupational disease of the constant bowler, in which one arm begins to hang noticeably longer than the other. Nothing can be done for this condition, except to start bowling with the other arm until both arms are of equal length—then take up ping-pong. You'll be a champ!

CYCLOPS EYE-ITIS

Persistent viewing of one television channel can lead to this condition, caused by excessive identification with that channel. This situation can be easily rectified by channel-switching —or, in the case of more authoritarian families, shutting the darn set off altogether!



UBANGI DIGITITIS



An extreme condition in which thumbs and forefingers are flattened by a highly-tense, nervous method of gripping coins in a neurotic, rebellious and unrealistic attitude toward parking meters, turnstiles, and other coin devices.

**We knew JANIS PAIGE before she turned over a New leaf.

some physical effects. Already this new age is taking its toll. Witness the recent medical reports of "TV Legs"—caused by the lack of circulation in the lower extremities resulting from prolonged daily watching of TV while sitting in chairs. Other, more serious conditions are sure to arise, and —if we all live and be well—we may someday be seeing the following . . . as fully reported in . . .

URNAL OF AL AFFLICTIONS

ARTIST: BOB CLARKE
WRITER: HOWARD SCHNEIDER

STUDENTS NECK



This condition arises in students assigned to do book reports who, quite naturally, search library shelves for the thinnest books possible. However, thin books all have titles printed sideways along the edge. This means long hours of searching with the head tilted to one side. The large amount of cases of "Students Neck" reported indicates the need for fatter book reports. This disease is not to be confused with a recent report entitled...



ANVIL NOSE

This disease is becoming more and more prevalent in our modern society, and is the direct result of the increased use of all-glass, electric-eye doors in new buildings — that don't always work!



HAPPY PILLITIS



The progressive softening of the facial features and the virtual disappearance of the bony structure of the head, caused by the frequent and improper use of tranquilizers.

**We knew DINAH SHORE before she hit the Coast.

SUBWAY CAR-CINOMA OF THE ELBOW

The abnormal development of this painful elbow callous is a result of many years of infighting in subway cars and crowded busses. Note close-up photo of elbow:



In some cases this callous forms on the knee, in which case, patient should really be locked up —for fighting dirty!

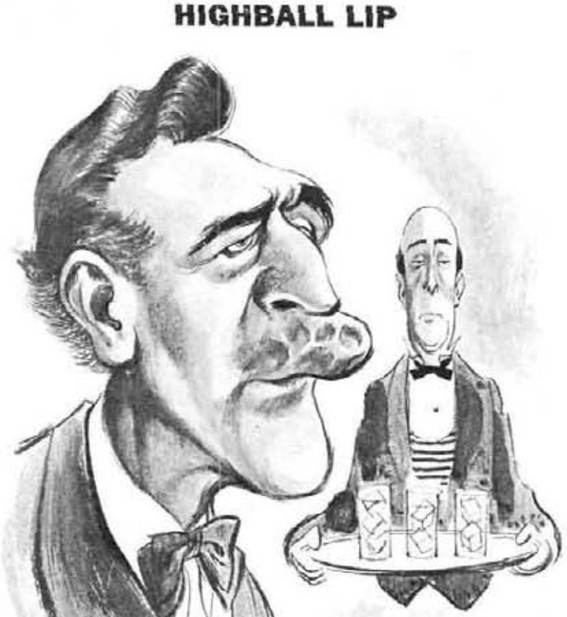


MIAMI SQUINT



Overexposure to an excessive amount of platinum blondes reflecting brilliant sunlight at winter resorts can lead to this rare disease . . . a form of tropical snowblindness.

HIGHBALL LIP



Advanced distortion of the upper lip caused by excessive drinking at cocktail parties and social gatherings. The constant slamming of highball ice cubes against the upper lip causes large formations of scar tissue and callouses.

ACUTE DECIBELITIS



Severe changes in the bony structure of the head caused by frequent attacks of clearer, louder and sharper "High Fidelity" systems, resulting in a sort of "Stereophonic Bludgeoning". Condition can be checked by placing "Hi-Fi" speakers directly above and below misshapen music lover.

UNDERARM WILDLIFE



Vigorous and continuous application of various deodorants rolled-on, poured-on, rubbed-on and sprayed-on cultivates large varieties of wildlife in that naturally-moist area.

STUFFED DERMA-TITIS



The consistent daily routine of logging long hours before the TV set in a chair can, over the years, result in this condition. Circulation to legs is curtailed, and finally by-passed altogether. The rest of the body gets more than its share, which brings on this "Jelly Apple on a Stick" appearance. It is suggested that sufferers develop habit of stomping around room during the commercials. A better suggestion is to develop habit of stomping television set.

ENLARGED DENTURE BREADTH

Modern tendency to talk excessively and laugh hysterically —plus the growing dependency on the latest liquid food diets—just does not give the upper teeth enough chances to come in contact with the lower teeth for the natural grinding process. Therefore, the teeth continue to grow to this ridiculous length!



TRANSIST-EAR-ITIS



This frightening disease is caused by consistent holding of transistor radio to only one side of head. As a result, the ear starts to grow until it engulfs the radio. This condition is desired by most transistor radio fans, since *it eventually leaves both hands free. However, there is a* danger involved if this condition is allowed to persist—mainly, once it has engulfed and digested the radio, the ear will now devour anything it can reach! Like the head!

We knew **LEX BARKER before he lost his Bite.

ARTIFICIAL DISSEMINATION DEPT.

Every once in a while, we get to wondering just what kind of thinking goes into the creation of some of the absurd product-names that are advertised today. Namely, what these names they've come up with have to do with the purpose of the product beats us! So we've dreamed up our own MAD version of 5 Madison Avenue "Brain-Storming Sessions" which resulted in—

THE BIRTH OF A



B

THE HOUSEHOLD CLEANSER



THE UNDERARM DEODORANT



We knew **GEORGE RAFT when he was just a Floater.



RAND NAME

ARTIST: GEORGE WOODBRIDGE   WRITER: WALTER FARLEY



. . We knew HOWARD FAST when things were slow.



THE HAND SOAP





THE BOURBON WHISKEY





THE NATIONAL MAGAZINE






"Palm-Onion"?
"Palm-Cherry"?
Sir—not to change the subject, but I have looked around and—
Perkins! I get the distinct impression that you're not with us completely in this brainstorming session! Just what's bothering You?
Sir . . . I get the distinct impression that we better forget this brainstorming session before it's too late! Mainly because that volcano there is about to erupt all over this clean, clear, sweet-smelling tropical island, covering us all with . . .
By George, you've got it, Perkins!
Lava
The Hand Soap
**We knew BARBARA NICHOLS before she made any Cents.
"Sheven Roses"?
"Shixteen Roses"??
Arnold! What's going on here! You're supposed to be working . . . not getting stoned with those drunken employees of yours! Get out of here! All of you! GET OUT . . .
See! Wha'd I tell you! My wife don' approve of drinkin'! She's nuthin' but an ol' . . . an ol'—
Thash it, A.A. . . . Thash it!
OLD CROW
"Everywoman's Family Argument"!!
"The Reader's Gobbledegook"!!
"U.S. News and Halavah"!!!
What kind of a magazine would make a great Madison Avenue talent like him go off the deep end . . .?
Look! He's waving a piece of paper . . .
It says, "This new magazine will be devoted to Humor & Satire! It's main stock-in-trade will be to make fun of—" Oh, no! Get this!! "—MADISON AVENUE ADS!"
No wonder That's enough to drive any advertising man . . .
BUILD UP YOUR EGO WITH
MAD
25¢
500
500
500
500
30
10

DAMES AND DOZE DEPT.

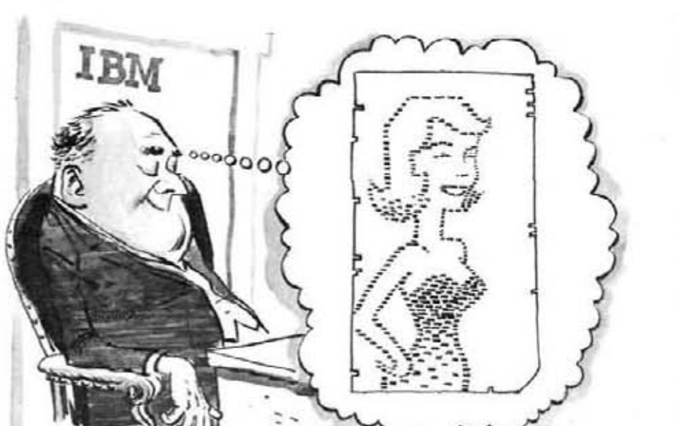
There's an old adage which says: "In the Spring, a young man's fancy lightly turns to thoughts of what he's been thinking about all Winter . . . Love!" Well, we figure this goes for older men, too! Except that an older man is usually "set" in his way, and when his fancy lightly turns to thoughts of love . . . it's usually a pretty personal fancy. In other words, it reflects his own standards of beauty. You will see what we mean when you examine this portfolio of



DREAM G



''We knew NATALIE WOOD when she Wouldn't.









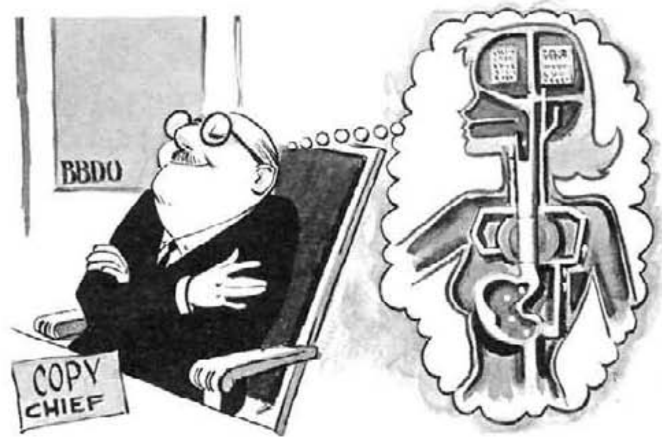


ARTIST: JACK RICKARD WRITER: DON REILLY

IRLS







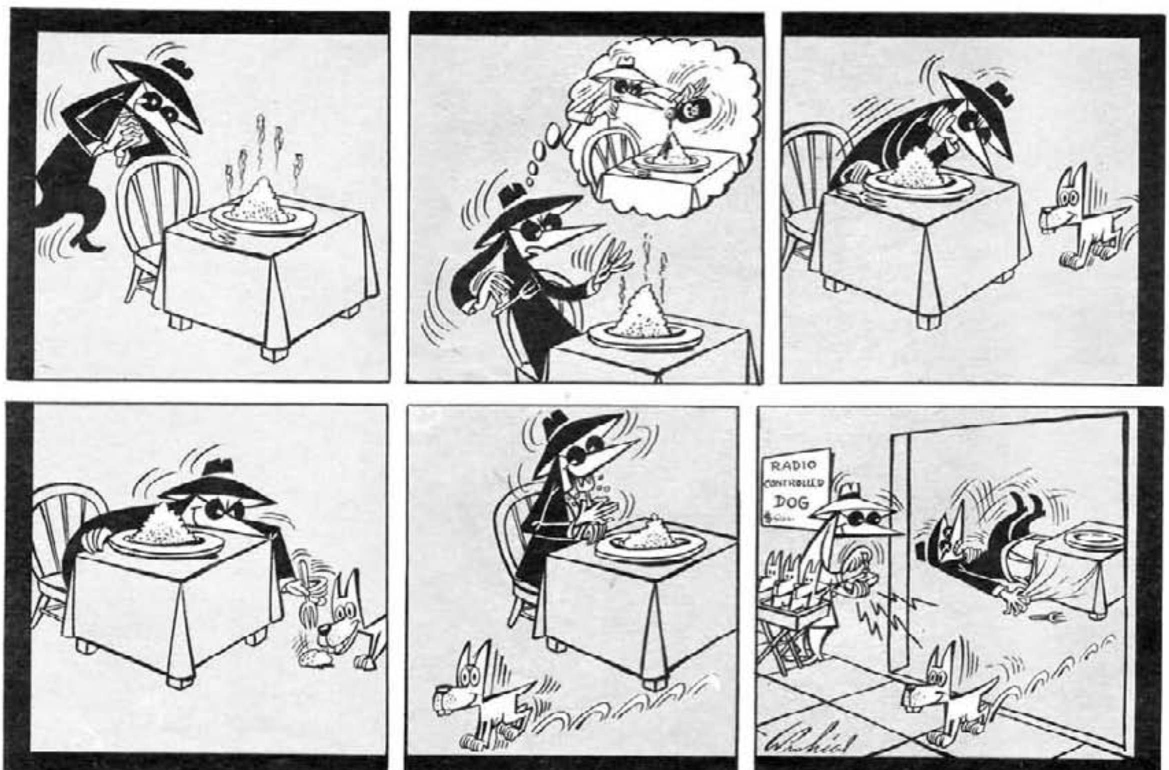




JOKE AND DAGGER DEPT. PART II

Here's another installment of that friendly rivalry between the man in black and the man in white, both dedicated to the "cause" . . . of outwitting each other as —





**We knew TARZAN before he became a Monkey's Uncle.

COPS AND RODGERS DEPT.

For a long time now, we've been wondering why Broadway doesn't do a musical dealing with the Prohibition Era in Chicago, when racketeers ran wild, and people were killed every day. The reason we've *been wondering about this is not because it's such a hot idea, but because we got this parody of* "South Pacific" kicking around—and it's our sneaky way of palming it off on you. So here goes with

SOUTH CHICAGO

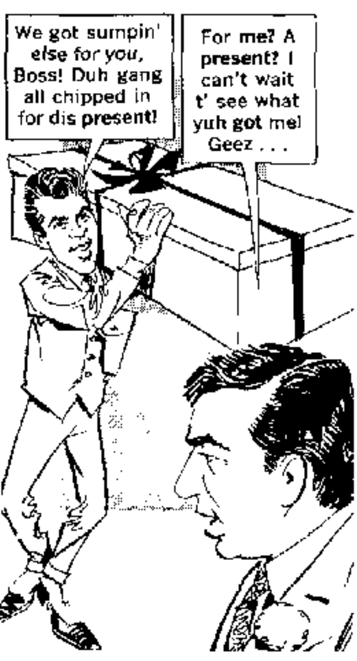
ARTIST: MORT DRUCKER WRITER: FRANK JACOBS

ACT I, SCENE I: The gangster hideout of "Southside Looey"—during the "Roaring '20's"



* Sung to the tune of "Bloody Mary Is The Girl I Love"

**We knew EDDIE FISHER before he made his Big Catch.








Oh, yeah! Tell him, boys!
* Better talk Or else we'll make you talk! Talk about all de jobs you done! If you refuse to squeal— If we don't hear your spiel— Then with you we'll have a little fun!
Talk about your hooch! Scotch an' rye an' gin! Who you get it from, you rotten slob! Talk about the cops! How they move right in— Just before we start to pull a job!
Better talk Or else we'll make you talk! Talkin' is what we all adore! We hope your answer's "Yes!" So, pretty please, confess! Or else you'll never have to talk no more!
* Sung to the tune of "Happy Talk"
Stop it! Please! Stop it! I can't stand it!
Stop what? We ain't even begun to woik you over yet . . . !
I mean, stop duh singin'! Your barytones are off-key, an' it's offensive t' my ears!
Aw, c'mon, Charlie! Tell us how duh cops always get wind of our plans! After all, we did say "pretty please"!
Why, ain'tcha heard, Looey? It's all over town! Your moll, Flossie, has been nestlin' up to Lt. Farfel of duh Rackets Squad!
Dat's a lie! Dat's a rotten stinkin' lie! Why Flossie wouldn't two-time me!
Or would she . . . ?
ACT I, SCENE II: A small park on the edge of the city
I tell you, it's no good, Flossie! We're not right for each other . . .
I don't care if you are a cop! I'm nuts about you, an' this is my one big chance to find happiness!
* I've been used Like a boarding-house washrag; Slung around Like an old kitchen mop! No more a doll Who is some gangster's moll! I have found me a clean-living cop!
I've been tossed Like a sackful of sugar; Whirled around Like an old airplane prop! Now I am warm For a blue uniform! I have found me a clean-living cop!
I am tired and sick Of just being a chick Of some slick racketeer! I don't want just a guy Who is bootlegging rye While I cry in my beer!
I am flipping Like freshly-caught herring! I'm bubbling over Like warm soda pop! Let me explain Why I'm going insane: I'm in love, I'm in love, I'm in love, I'm in love, I'm in love with a clean-living cop!
* Sung to the tune of "Wonderful Guy"
It won't work, Flossie! I'm a cop who's spent his life hunting down vicious, detestable criminals! Your're a gangster's moll! Our backgrounds are worlds apart. It would never work!
Why wouldn't it work? Why can't you give it a chance? Why do you talk like that? Why don't you sing your big number and explain it to me already?


ACT II, SCENE I:
That night, in Sidney's Speakeasy
Okay, it's this way:
* I had to be taught To stamp out crime! To hate every crook Who ever did time! I had to be taught That they're filthy as slime! I had to be carefully taught!
I had to be taught That thugs aren't nice! That hoodlums and punks Must pay the price! I once plugged my brother For jay-walking twice! I had to be carefully taught!
I had to be taught That crime doesn't pay! To lay down the law, And not shy away! I once turned my mother In to the D.A.! For thinking a criminal thought! I had to be carefully taught!
CRIME DOES NOT PAY WELL
*Sung to the tune of "You've Got To Be Carefully Taught"
Whatsa matter, Flossie? You been tossin' de drinks down as fast as I can set 'em up!
I got troubles, Sidney! Man Troubles! And there's only one way to get him out of my system!
* I'm gonna drink that fink Right outta my life! I'm gonna drink that fink Right outta my life! I'm gonna drink that fink Right outta my life— And fall flat on my face!
I'm gonna belt that booze Until I can't walk! I'm gonna belt that booze Until I can't walk! I'm gonna belt that booze Until I can't walk— And fall flat on my face!
Set 'em up! Set 'em up!
Set 'em up! Set 'em up!
Drink 'er down! Drink 'er down!
Drink 'er down! Drink 'er down!
You'll get blind! Out of your mind— Yeah, sister!
I'm gonna drink that fink Right outta my life! I'm gonna drink that fink Right outta my life! I'm gonna drink that fink Right outta my life— And fall flat on my face!
*Sung to the tune of "I'm Gonna Wash That Man Right Out Of My Hair"
You ain't fallin' anywhere but straight outta here, Flossie!
Wh-who are YOU?
I'm "Big Mike"—Northside Charlie's "Number-One Hood"! We decided to sorta protect you—like until Southside Looey gives us back our boss!
SIDNEY'S
You can't do this to me, you crumby punk! Kidnapping is against the law!
Haw! Dis whole musical is against duh law!

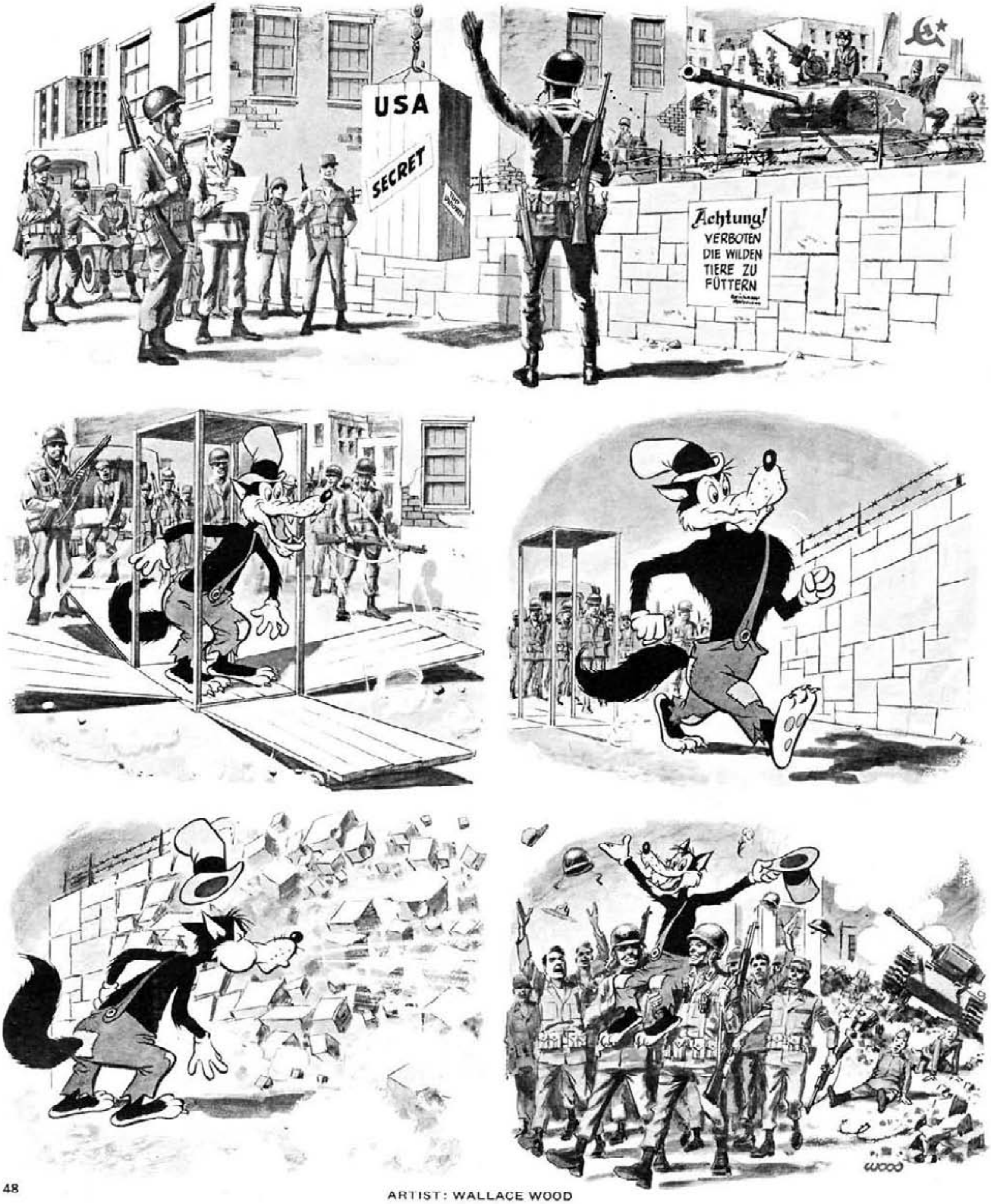

ACT II, SCENE II:
Back at Southside Looey's hideout
Whuddawe gonna do, Boss? Northside Charlie's mob's got Flossie!
If yuh ask me, Boss, I say we should rub 'em all out!
* A hunderd an' one Slugs o' fun! Dat's my trusty Tommy Gun! Wanna use my Tommy Gun tonight!
Whenever a slob From some mob Needs a perforation job— I use Tommy, an' I feel all right!
Dis heater is really sumpin'! An' when I start in pumpin', I'll see dose pugs Catchin' slugs— Slumpin' an' thumpin'!
Whenever some rat Starts to chat— Tommy answers "Rat-tat-tat!" When I hear there's a job t' be done, You can bet I'll have some fun With Tommy Gun!
Don' mean a rifle!
You can bet I'll have some fun With Tommy Gun!
FOR SALE
*Sung to the tune of "Honey Bun"
Naw! Dis ain't no time for fun and games! A situation like dis requires somethin' special!
Ah' I t'ink I got it! Yeah! We woik a "frame"!
* We got Tommy Guns dat fire Ninety bullets at a clip! We got blackjacks an' brass knuckles An' a shotgun dat's a pip!
We got telescopic rifles Dat we hardly gotta aim! But now an' den . . . We try a frame!
We can take 'em for a ride! We can let go with a blast! We can dump 'em in duh river With cement so dey'll sink fast!
We can push 'em down a shaftway! We can lock 'em in a chest! But now and den . . . A frame woiks best!
*Sung to the tune of "There Is Nothing Like A Dame"
I have made a careful and lengthy study! Murder's good except it gets the place all bloody!
There is nuthin' like a frame! Nuthin' in the woild! There is nuthin' you can name Dat will finish 'em like a frame!
What kinda frame you plannin', Boss?
I got it all woiked out! First, we let Northside Charlie go free, first makin' sure dat he swears by duh Criminal's Code of Honor t' bump off Flossie—who is, as we know, a two-timing "cop-lover"! But at de same time, we tip off Lt. Farfel dat Charlie is plannin' t' bump off Flossie! In dis way, Farfel takes care of Charlie an' his gang, an' we ain't got no murder rap on our hands! Now, untie Charlie, bring him here, an' lemme alone with him!



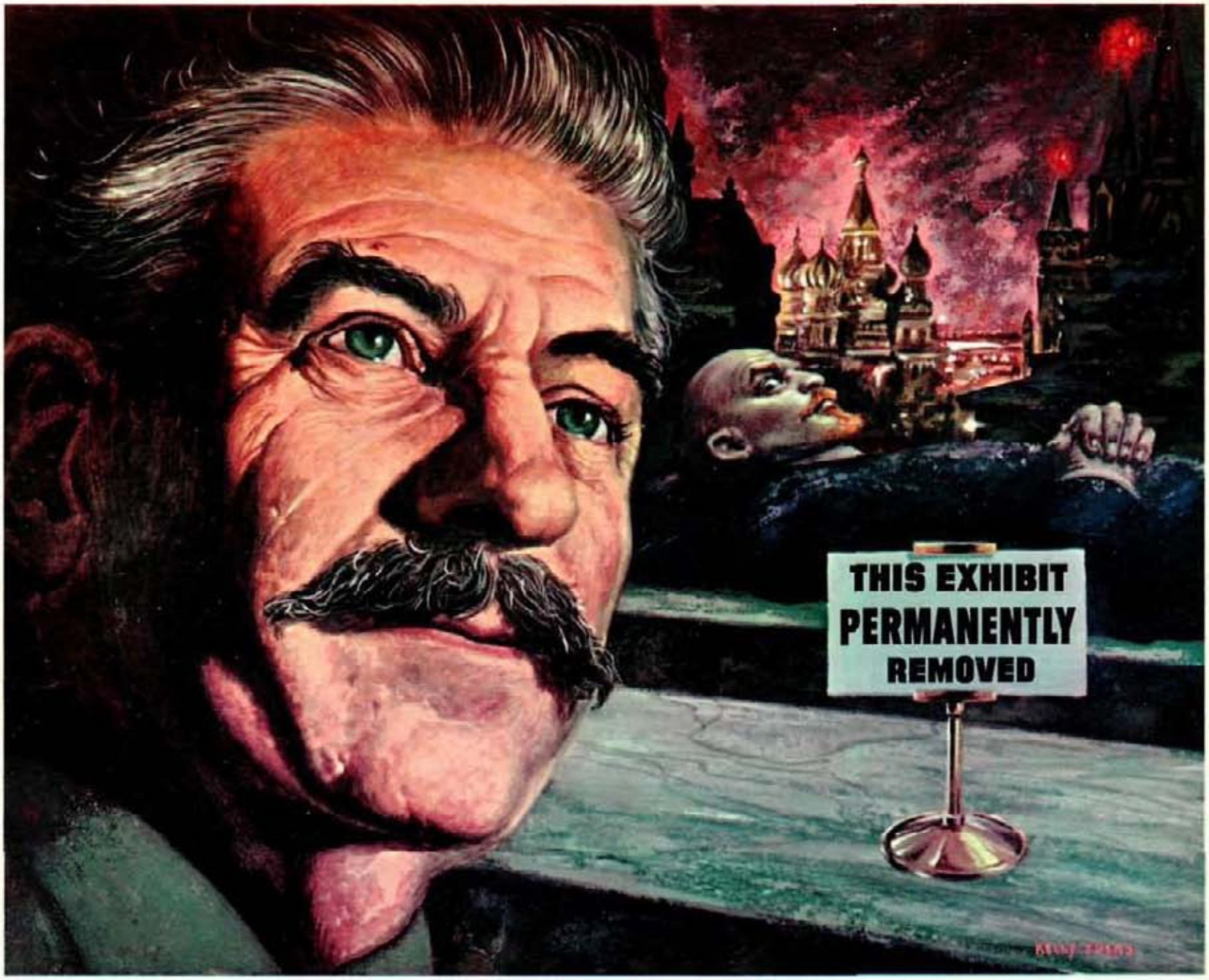
Yuh held me here all day, Looey! Aint'cha about ready to bump me off?
What makes you t'ink I wanna bump you off, Charlie! Actually, I got a pleasant surprise for you . . .
An' I got one for youse! Mainly dis revolver, which I kept concealed in my truss!
K-POW
K-POW
K-POW
Arrghhh!
Up with your hands, Charlie! You're under arrest!
On what grounds? I got a permit to carry a gun! An' by duh way—how'd you manage to bust in here at duh exact critical moment?
I had my men follow Flossie, and when your boys kidnapped her, we moved into your hideout and nabbed your whole gang. Then Flossie led us here . . .
How do you feel, Looey? Any last regrets . . . ?
Just one, copper! Mainly dat I am unable, because of duh two slugs in my gut, t' deliver my big solo number, "Some Explosive Evening", which is sung t' duh tune of "Some Enchanted Evening"!
He's dead, isn't he?
Yes, Flossie! But that's how most crooks end up!
What about me, copper?
**We knew JULIE LONDON when she was still in a Fog.
You, Charlie, are going to end up somewhere else:
* Alcatraz awaits you— On that rock, in that bay! Once you're there, There's no escaping! You will stay! You will stay!
Alcatraz is calling— Hear it shout through the gloom! "You don't need "A reservation! "We've got room! "We've got room!"
Your own special cell! Your own racketeers! Living together For 99 years!
Alcatraz is saying— From that rock on that bay, "Come to me, "Your special island, "For a free holiday!" Alcatraz! Alcatraz! Alcatraz!
NEXT WEEK MICKEY BITSKO IN PERSON
WHAT'D YA THINK OF THE SHOW, FRANK?
MAN--THESE KIDS ARE GONNA FORCE ME TO MAKE ANOTHER COMEBACK!
*Sung to the tune of "Bali Ha'i"

BERLIN AIRLIFT DEPT.

THE BIG BAD WALL



ARTIST: WALLACE WOOD



He thought he would rest in peace . . . in place . . .



Иосиф В.Сталин

When Joseph Stalin closed his eyes for the last time, he died with the satisfaction of knowing that he would be laid to rest beside his old revolutionist buddy, Nikolai Lenin, in that beautiful tomb in Red Square under the shadow of the Kremlin.

And there was no reason for old Joe to think that his rest would not be eternal and undisturbed. Except that he forgot one thing. A little thing called "Progress".

"Progress" in the U.S.S.R. is measured by strange things: a quick switch in doctrine—a sudden change in esteem—a hurried re-writing of history books.

When Joe Stalin became a "better Red when dead", he never figured that "Progress" would catch up with him and eject him from his final resting place.

If it could happen to a big shot like Joseph Stalin over there in the U.S.S.R., it could happen to a little schnook like you over here.

Here in America, progress is measured by other things: the population explosion—cities and towns spreading out over the countryside—new super-highways cutting through the land—huge jet ports thundering into existence . . . each pouring their concrete over parks and playgrounds and gardens and farms and fields and yes—*even cemeteries!*

When you pass on, can you be assured that some super-highway or jet port or housing development won't catch up with you . . . and eject you from your final resting place to make room for "Progress"?

John Vaultlock

STAY-PUT BURIAL INSURANCE

POLICY, CONNECTICUT